View of FIFTH AVENUE and 42nd Street looking South 1858. Rutgers Institute and the Croton Reservoir built 1839-42 - demolished 1899, to be replaced by the New York Public Library. Fifth Avenue in 1824 was practically open country - The old Horn House, afterwards the Fifth Av. Hotel, and the Powder Magazine were at 25th St. occupying the present Madison Square site.

BROOKLYN

Governors Island

EAST RIVER

Coffee house Slip

Old Slip

The Battery

New Slip

Catherine Slip

Crane Wharf

Peck Slip

City Hall Park

Corporation Dock

Duane Street Slip

Madison Square

HUDSON RIVER

NEW JERSEY

Scale of One Mile and One Half

LONG ISLAND

Stuyvesant

Old Coster House

Horn House

Powder Magazine

THE PARADE

Reservoir

EAST RIVER

Blackwell's Island

Hamilton Square

Bloomingdale Square

FIFTH AVENUE

OLD AND NEW

1824 1924

FIFTH AVENUE ASSOCIATION

ERNEST CLEGG

Class 97A.71 Book +B813
General Theological Seminary Library
CHELSEA SQUARE, NEW YORK

IN MEMORIAM
DEAN MILO HUDSON
GATES

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Painting by Childe Hassam
Reproduction Courtesy The Milch Galleries

THE AVENUE OF THE ALLIES—1918

FIFTH AVENUE
OLD AND NEW

Fifth Avenue and 42d Street in 1845. This view shows the newly completed Croton Reservoir. Chauncey M. Depew was eight years old when running water was thus introduced into the city. This gives a startling idea of how near we still are to a primitive village. The Public Library now occupies this site. No city has ever changed so greatly and in so short a time

FIFTH AVENUE OLD AND NEW

1824-1924

By

HENRY COLLINS BROWN
Director, Museum of the City of New York

Official Publication of

THE FIFTH AVENUE ASSOCIATION

in Commemoration of the One Hundredth Anniversary of the Founding of Fifth Avenue

NEW YORK

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HENRY COLLINS BROWN
NEW YORK

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Produced by
Wynkoop Hallenbeck Crawford Co.
Printing Headquarters
New York City

To All New Yorkers
Native or adopted, this volume
is affectionately dedicated by
The Author

WASHINGTON MEWS—AN ARTISTS' COLONY, FORMERLY THE STABLES OF THE HOUSES FACING THE SQUARE

FOREWORD

WITH the commemoration of the one-hundredth anniversary of the opening of Fifth Avenue, our Association was presented with a unique opportunity. The history of Fifth Avenue had been told many times—and well told, but the previous books emphasized only certain phases of the Avenue's greatness. There was needed a survey comprehensive enough to bring together the forces embraced in the Greater Fifth Avenue of the twentieth century and the traditions of the old Fifth Avenue. It has been our endeavor, through this volume, to trace the romance, art and industry of the Fifth Avenue section as a continuous historical development from 1824 to 1924.

This Centennial History, therefore, represents a serious effort to achieve civic and historic value, to make our book worthy of the Centennial Celebration which inspired it. The history contains new material and corrects some of the old. Its new pictures are an enrichment of the Avenue's history which is too obvious to stress.

We have used the word *civic* with a purpose. As we study the expansion of Fifth Avenue from a rural highway to a national symbol, the observation is forced upon us that its development was shaped and conditioned by civic consciousness, expressed through organized effort. These constructive influences were centralized in the Fifth Avenue Association, which was formed in 1907 at a time when destructive forces were without a check, either in law or in public opinion. Seventeen years ago the rapid northward growth of the city threatened the permanent injury of Fifth Avenue and the great shopping and residential district, of which it is the main artery. The Fifth Avenue Association entered upon its work at the psychological moment which divides chaos from control. A brief summary of major activities is, therefore, properly a part of this Centennial History.

Convinced that commercial progress and the growth of land values are the direct consequences of organized communal effort, The Fifth Avenue Association worked out a definite civic program, to which it has adhered since its foundation, and in the carrying out of which it has been fortunate in having the co-operation of other civic bodies—notably the Save New York Committee, under the able chairmanship of J. Howes Burton, who was instrumental in moving the garment trades to Seventh Avenue.

The program of the Association had the single purpose of safeguarding the highest standards of the section. Projecting signs were taken down; sidewalk obstructions were cleared away; the streets in the section were widened; increased police protection was provided; peddlers and loiterers were barred. The problem of traffic regulation received scientific study, and the system now in operation, symbolized by the great bronze traffic towers presented by the Association, has been an example for the whole country. Never losing sight of the fact that art and industry go hand in hand, the Association has promoted architectural harmony and presents yearly prizes for the best new buildings and the best altered buildings. The Fifth Avenue Association functions in its civic work much like the traffic tower functions in the field of traffic regulation.

In closing this foreword, it is our pleasant duty to thank the author of this work, Henry Collins Brown, for his zeal and industry. With him, our General Manager, Captain William J. Pedrick, worked in the closest collaboration, organizing research activities and supervising the selection of material. Every page bears evidence of his critical and untiring efforts to make this volume worthy of the Centennial Celebration. And, working earnestly with him, credit should be given to our secretary, Thomas W. Hughes, whose counsel regarding the various problems arising in the production of this work was invaluable, and to Frederick N. Sard, our Centennial Director of Research and Publicity, who, in collaboration with our own Research Department, organized the necessary critical analysis and checking up of the text. As a result, we are justified in making the assertion that this Centennial Volume is as accurate as humanly possible.

We were most fortunate in having the co-operation of prominent New Yorkers as members of the Advisory Body for the Centennial Celebration. The Chairman of that body, Robert W. De Forest, and an associate, William Rhinelander Stewart, rendered active assistance in the preparation of parts of the text. Credit is likewise given to The Fifth Avenue Bank, whose two excellent monographs, "Fifth Avenue" (1915) and "Fifth Avenue Events" (1916), were freely consulted in writing this history.

The Chairman of the Publication Committee, Franklin Simon, gave his time and his thought without stint. His co-operation merits this special acknowledgment.

To all of these, and to those unwittingly omitted, we offer our sincere thanks.

THE FIFTH AVENUE ASSOCIATION, INC.

JOHN H. TOWNE,
Chairman of the Board of Directors.

ROBERT GRIER COOKE, *President.*

THE RATZER MAP, 1767

"Shanty Town" covered Fifth Avenue east of Central Park till late in the '60s. Frail wooden shacks perched high on rocks covered the section we now call "Millionaire's Row"

Old Fifth Avenue

"The Counsel reports that the Superior Court has confirmed proceedings of the Commissioners of Estimate and Assessment in the opening of Fifth Avenue from its commencement at Art Street* to 13th Street. The Street Commissioner recommends it to go into effect November first next, and it is Resolved that the Street Commissioner be directed to take necessary measures to carry the opening into effect. Report Approved and Resolution adopted."—*Minutes of the Common Council, September 27, 1824.*

*Now Waverly Place.

IT would not be easy for men of to-day to picture the rural setting of the region lying north of Washington Square in 1824. As yet the land retained traces of its primeval loneliness. With the exception of several additional farmhouses there had been but little change from Colonial days. The Indian trails, the roads made by grazing cattle and the country lanes which connected one little farm with another, were the only crossways. On the opposite page we present a map of the City as it appeared just before the Revolution, which gives a clear idea of the topography. It was drawn, as the superscription quaintly tells us, "by his Excellency's Most Obedient and Humble Servant, B. Ratzer, Lieut. in his Majesty's 60th Royal American Reg.", then stationed on Governor's Island. It was engraved, we are further informed, by "Thos. Kitchin, Sculpt. and Engraver to his late Royal Highness, the Duke of York," etc. It is all very charming and delightfully reminiscent of New York as a loyal Province of his "Britannick Majesty" in America.

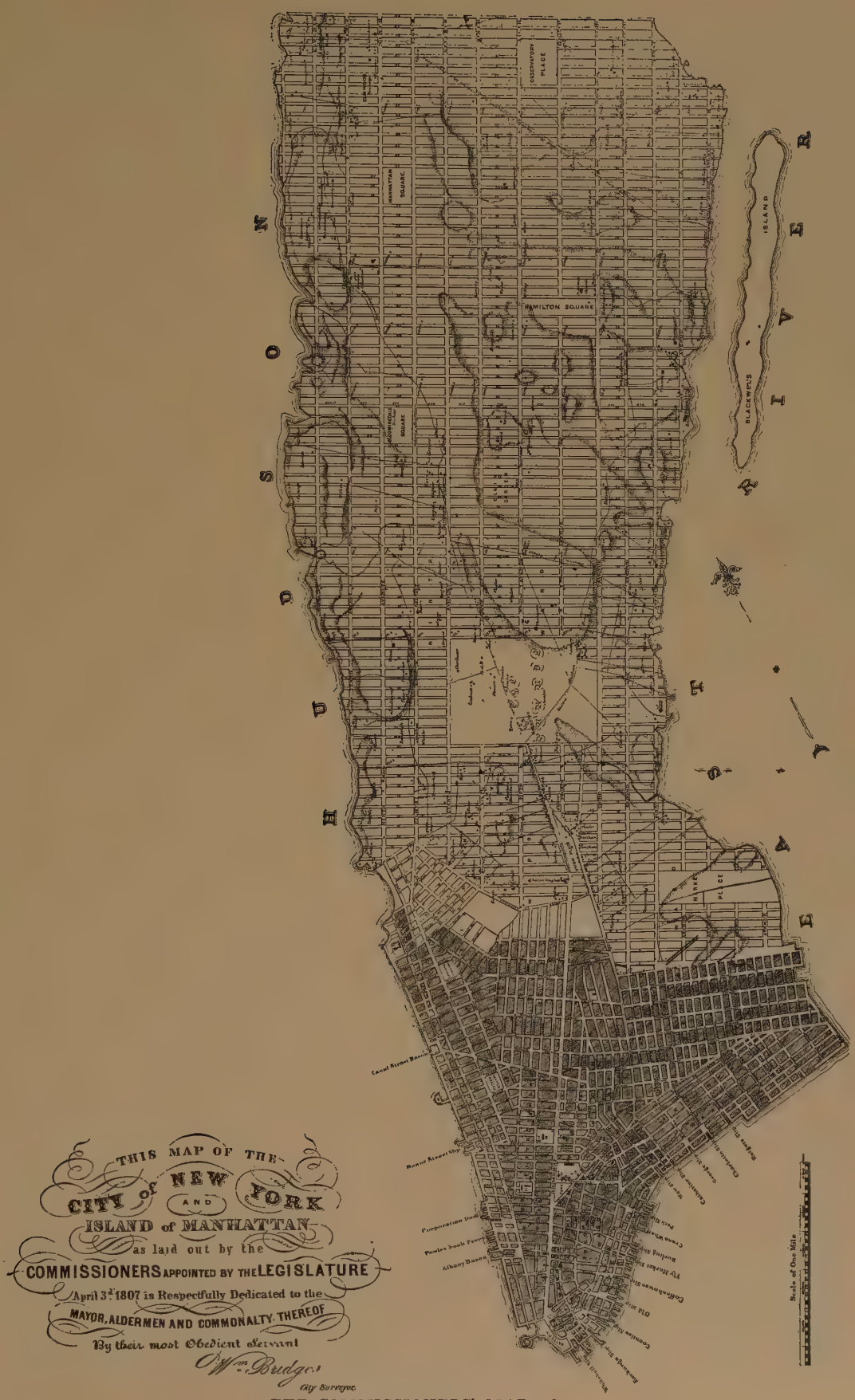
This is the now famous Ratzer Map, one of the very few valuable and authentic maps of early New York. It shows the contour of the land through which Fifth Avenue was subsequently constructed—its hills and valleys, brooks and rivers, marshes and rivulets. These hill-and-valley days were preserved for many years in New York by the old "hill horses," with their tinkling bells and clanging whiffletrees, stationed at intervals along the street-car lines, on the East side. As if to predict the coming of Fifth Avenue, on this map is shown "Inclenberg," the home of Robert Murray, the site of which was later east of Fifth Avenue and 38th Street. From this family came the name "Murray Hill."

Down Fifth Avenue itself from 21st Street, flowed a sparkling brook, in which "speckled beauties of the finny tribe" could still be caught within a few years before our story opens. At Ninth Street this brook meandered west to the Hudson. A few venerable citizens still remain who recall the days of quail and duck shooting, over covert and thicket, where now stand stately office buildings and luxurious homes of commerce on New York's most famous thoroughfare. As yet there was not the slightest hint of the marvelous transformation soon to come.

But the young city was growing with giant strides. An immense tide of foreign immigration was setting in. The old citadels of society—Battery Place, St. John's Park, Bond Street and Stuyvesant Square—feel the pressure of the advancing hosts. Room must be had for expansion. A survey of the entire city is ordered, under John Randel, of whom it was said that no error was ever discovered in his work; and a map, based on this survey, is to be prepared by a Commission appointed by the Common Council. Gouverneur Morris, Simon De Witt and John Rutherford are named Commissioners.

After ten years' labor the results of this Commission's efforts are embodied in what is known as the "Commissioners' Map"—the first official plan adopted by the city for its future growth. The map was published by William Bridges and was dated March 22, 1811. On it appear two parallel lines extending from Washington Square northward to the Harlem River, and on them for the first time in *any* document appear the significant words, FIFTH AVENUE. Our readers will share with us, no doubt, the pleasure we had in examining this unique and interesting old map, so intimately associated with the birth of our now famous Avenue, and will appreciate our reproduction of the original copy which we show on another page.

Although title to Fifth Avenue from Art Street to 13th Street was acquired on August 2, 1824, the actual work of construction did not begin until the first of November, 1824. The following are the dates when the City acquired title to the various sections of Fifth Avenue, as shown in the official dockets of the Bureau of Design, of the Office of the President of the Borough of Manhattan.



THE COMMISSIONERS' MAP, 1811
It was this plan which determined the present layout of New York

Waverly Place to 13th Street	August, 1824
13th to 24th Street	May, 1830
21st to 42d Street	October, 1837
42d to 90th Street	April, 1838
90th to 106th Street	April, 1828
106th to 120th Street	April, 1838
124th to 129th Street	April, 1838
130th to 135th Street	May 18, 1868
135th to Harlem River	April 21, 1864

From the north side of 120th Street to the south side of 124th Street (where Mount Morris Park appears), the Avenue suffers its only interruption in its progress to the end at Harlem River.

The first section extended from Art Street (now Waverly Place) to Ninth Street. As will be noted in the various dates given during the construction period, the Avenue was not opened all at one time, nor in consecutive order. The causes for these disjointed operations can be found in the irregularity of the topography of the Island—in some stretches elevations of considerable height were encountered, and these for obvious reasons were temporarily avoided. The Commissioners, themselves, make a significant statement on this point in their report:

> "It is not improbable that considerable numbers may be collected at Harlem before the *high hills* to the Southward of it shall be built upon as a city; and it is improbable that (for centuries to come) the grounds North of Harlem flats will be covered with houses."

A large area between 23d and 34th Streets, which the city originally planned to leave as a park or parade ground (see map), and the Elgin Botanical Gardens, between 47th and 51st Streets, still in private hands, had also to be considered. It was consequently quite natural that the work should be undertaken as circumstances dictated.

For such a lusty centenarian, the infancy of Fifth Avenue gave no indication of its coming splendor. Although the street was begun in 1824, its residents were slow in selecting it as the future fashionable highway. The patricians of Stuyvesant Square and other exclusive social sections were loath to leave those pleasant regions, redolent of the antique past. It was nearly a quarter of a century after its opening that building on the Avenue gave promise of its future importance. Dickens, as late as 1842, gives it never a word. The directory of 1851 includes a large number of vacant lots between Washington and Madison Squares. But after the Civil War progress was immediate and on a scale of elaborate grandeur never before witnessed in this city, or in the country at large.

Having seen the Avenue fairly launched on its amazing career, it will now be our pleasure to stroll up this Mayfair of the Western World, and recall the stirring events of which it has been the scene, as well as the famous men and women who lived there. Much of the social history of Old New York is bound up in the brown stone and mortar of those homes of long ago. And while we talk, we shall also continue our history of this famous street, which starts so appropriately from that noble arch erected to the memory of Washington, at the beginning of the Avenue.

Edison

The Washington Arch at Night

The Mayfair of the Western World

It is pleasant to think that the most noted Avenue in the western world starts, one might say, with a benediction. The old Randall farm out of which has grown that magnificent benefaction to old mariners—Sailors' Snug Harbor—marks the formal beginning of Fifth Avenue.

SAILOR SNUG HARBOR ESTATE.
Map of Sailors' Snug Harbor

The Sailors' Snug Harbor culminates a romance of the sea. The inheritance of Captain Robert Richard Randall, which was the nucleus of the vast Snug Harbor estate, was the fruits of the exploits of his father, Captain Thomas Randall, freebooter and commander of the "Fox" privateer, notable in the pre-Revolutionary war between the English and French. Captain Randall's services during the Revolution were warmly commended by Washington, and he was coxswain of the barge that rowed the first President to the place of inauguration. His son, Robert Richard Randall, bought what was known as the "Minto" farm, and the story is told that in making his will in 1801, being childless, he consulted his attorney, Alexander Hamilton, as to its disposition. Hamilton, the story has it, made the oracular answer, "It came from the sea—let it go back to the sea." It may be interesting to note that the value of the farm was then $25,000. It is now said to be worth twice as many millions.

Across the street and sharing with the Randall farm the distinction of marking the beginning of the Avenue, is the Rhinelander property, which has remained in the same family up to Eighth Street for one hundred and twenty-five years. The deed, dated July 8, 1796, from Coll McGregor to John Rogers conveys a tract of land formerly part of the estate of Sir Peter Warren, founder of Greenwich Village. The property conveyed by this deed was contained within the approximate limits of the present Greenwich Avenue and a line continuing the same as far as the present corner of North Washington Square and Fifth Avenue on the south, and Eighth Avenue on the west.

The large brick house at the very beginning of the Avenue (southeast corner facing Washington Square) is built on Sailors' Snug Harbor property. A former mayor resided there—the Honorable Edward Cooper, son of Peter Cooper, founder of Cooper Union.

A Family Carriage—Early Fifth Avenue Days

When Fifth Avenue was opened in 1824 the city still lay far to the south. By a whimsical, though not unkind twist of fate, the most formal and stately avenue in the world had its roots in Greenwich Village—a region less formal and more Bohemian than any other part of town. Until late in the last century the Village was still a little hamlet way

"One of the Busiest Corners in Town." Fifth Avenue and 42d Street as it appeared in 1855. From a contemporary drawing by Wall, taken from the Latting Observatory. Engraved by Hill. In possession of the Museum of the City of New York

off in the country, to which visitors rarely came, unless with trunks and bags, prepared to stay at least a fortnight. Washington Square, where the Avenue begins, was a Potters' Field originally and had for years interred the waifs and wastrels of the growing city. It had also been used for public executions. But all this unsavory past was forgotten when the city took over the land, drained the surface water, filled the crevices, and covered it with bright green sod. A new fence, freshly painted, gave it an air of privacy; and presently the pretty little Park became deservedly popular. It was much frequented by the crack regiments for parades. The War of 1812 was not so far distant, and all males were still under obligation to report each first of May, to go through the Manual of Arms and prove that they were ready for service at a moment's notice. A very rare and now famous picture—"*The Seventh Regiment in Washington Parade Ground*"—which we have reproduced, is an excellent visualization of the early aspect of the beginning of Fifth Avenue and shows interesting statuary and tablets of historical character.

NEW YORK UNIVERSITY

New York University as it stood in Washington Square about 1835. Morse invented the telegraph and Draper made the first photographs here while members of the faculty

New York University, formally opened in 1837, whose impressive old grey Gothic towers show in the background of this picture, stood on the east side of the Square until 1894, when it was replaced by a spacious modern building which houses important branches of the University. The main buildings of the University, now located on University Heights, are among the show places of the city and one of its most valid claims to distinction is its "Hall of Fame." Two of the faculty of this old University achieved undying fame—Professor William Draper, who made the first image of a human face on a photograph (the original plate is now in the British Museum) and Professor S. F. B. Morse, who successfully developed the telegraph. It is said that Colt, the recognized inventor of the revolver, was also a student here. The Faculties of succeeding years included other famous names.

Old house near Fifth Avenue on 45th Street, about 1821

As we proceed up the Avenue, the first house on the right (No. 1), a large square three-story brick, is a good specimen of the Victorian Age of Architecture. Back in the '50s it was a famous private school—Miss Lucy Green's. Among its pupils were Fanny and Jennie Jerome,

WHERE FIFTH AVENUE BEGINS
WASHINGTON SQUARE, AS A PARADE GROUND IN 1853

IN the original lithograph, all the faces in the picture were small photographs, so that each member of the Regiment could be readily identified. The building in the background is the New York University, now at University Heights. Statues to Garibaldi and to Holley, inventor of Bessemer steel, are also in the Square, and a tablet to Adam Roelantsen, first New York schoolmaster, is an interesting feature of the new building erected on the site of the old University.

daughters of the famous "Larry" Jerome. Jennie afterwards became Lady Randolph Churchill, mother of the present Winston Churchill, erstwhile first Lord of the British Admiralty. Bayard Taylor was one of the visiting tutors in Miss Green's school, as were also Elihu Root, Lyman Abbott, John Fiske and John Bigelow.

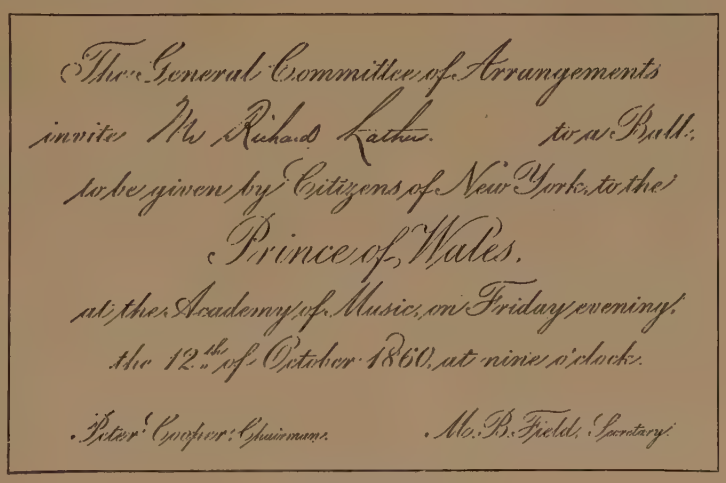
Subsequently No. 1 Fifth Avenue was occupied by William Butler Duncan, who, as a young man, was on the committee that arranged the famous ball given

SUPERB TOILETTES OF THE LADIES OF NEW YORK, AT THE GRAND BALL GIVEN IN HONOR OF THE PRINCE OF WALES, AT THE ACADEMY OF MUSIC FOURTEENTH STREET, BY THE COMMITTEE OF THE CITIZENS, OCT. 18, 1860.—SEE PAGE 353

"Petrolcum is King." Origin of parading on Fifth Avenue. This slogan was adopted in competition with "Cotton is King" at the time of the oil discoveries in Pennsylvania. A rare photograph about 1860. The location is about Seventeenth Street and Fifth Avenue

to the Prince of Wales (later King Edward VII) in the old Academy, October 12, 1860. The venerable Peter Cooper was chairman of the General Committee of Arrangements, as may be noted from a copy of the invitation reproduced on this page.

The old-fashioned Georgian house on the northwest corner of the Avenue, facing the Square, was erected in 1839-1840 by William C. Rhinelander. Its architect was Richard Upjohn, who, about the same time, was the architect of Trinity Church. Mr. Rhinelander occupied this house for nearly forty years. Later it was the home of his surviving daughter, Miss Serena Rhinelander, until 1914. Since her death, the old house and two others adjoining have been made over into apartments, retaining all the Georgian features and especially the height of the old houses. It was her nephew, William Rhinelander Stewart, who lived at No. 17 Washington Square, and his near neighbors who are to be credited with the erection of the beautiful Washington Arch which marks the stately beginning of the Avenue.


The General Committee of Arrangements
invite Mr Richard Lathers to a Ball,
to be given by Citizens of New York, to the
Prince of Wales,
at the Academy of Music, on Friday evening,
the 12th of October 1860, at nine o'clock.
Peter Cooper, Chairman. M. B. Field, Secretary.

Prince of Wales ticket

The Washington Arch commemorates the Centennial of the inauguration of George Washington in New York City on April 30, 1789, as first President of the

Painted by R. F. Bunner for this book

FIFTH AVENUE'S ROMANTIC START—GREENWICH VILLAGE. A BIT OF THE ARTISTS' COLONY IN MACDOUGALL ALLEY

GREENWICH VILLAGE is of decided aristocratic lineage and is by no means an unworthy sponsor for the imposing avenue to which it gives birth. Founded by Admiral Sir Peter Warren, whose monument stands today in Westminster Abbey among the great of England's dead, it has always stood high in the affections of New Yorkers.

Lord Fitzroy married a daughter of the Admiral's, and he afterwards became Baron Southampton. Abingdon Square recalls another daughter, who became the Countess of Abingdon.

The great Sir William Johnson, whose influence with the tribes of the Six Nations threw the balance of power on the side of the British during the French and Indian War, was a nephew of the Admiral's. Brought out by him, the boy became a power in the new world, and was the principal figure in ending the French dominion in America.

Etienne de Lancey, the Admiral's father-in-law, became Lieutenant Governor of the Royal Province, and, in his term, was called upon officially to sign the Charter of Kings College, now Columbia; so, to a certain extent, this great University has its origin in the roots of Fifth Avenue.

The Bible on which Washington took the oath as First President is also a Greenwich possession. That fine old philanthropy, the House of Refuge, was also the work of a Greenwich pastor, the Rev. M. Stanford.

Here lived Tom Paine, author of "Common Sense," which crystallized the sentiment that successfully brought on the Revolution. Here, also, came Hamilton, wounded unto death in his duel with Burr. Richmond Hill, Burr's home, from which he emerged on that fateful morning, was at one time a garden spot in Greenwich Village. Col. Jonathan Trumbull, the famous early American portrait painter, lived here in the same house that later was to be the home of Edgar Allan Poe.

General Lafayette visited its famous Public School, Grove Street, No. 3, in the year that the opening of Fifth Avenue began. It was selected as the best example of the Public School System as established by the "Free School Society of New York," says the record. And, finally, Washington himself, on a visit to General Morton, records in his diary that he "Walked past Mr. Williamson's garden," opposite.

Painted by R. F. Bunner for this book

The Provincetown Players

THIS now celebrated band of players may not yet rank with "Northumberland's Men," the famous strollers to which the immortal Shakespeare belonged, but they have made valuable contributions to the contemporary stage. Their building is an ex-livery stable, and the seats are wooden benches, with not too comfortable cushions. It is another romantic background for the stately Avenue.

They recently revived "Fashions," an American play by Cora Mowatt, originally produced at the Park Theatre in 1845. In its day it was proclaimed in London as "the first genuine American drama." The revival was a great success and ran for many months.

When it is recalled that the beginnings of the theatre in New York City are interwoven with the rise of the Fifth Avenue section, as a social and literary center, it is interesting to contrast the plays sponsored by such organizations as the Provincetown Players with the mid-Victorian dramas of the nineteenth century that delighted Madison Square society.

The old and the new ever intermingle, and it is worthy of note that experiments in the theatre find a sympathetic setting in the section in which Fifth Avenue had its roots.

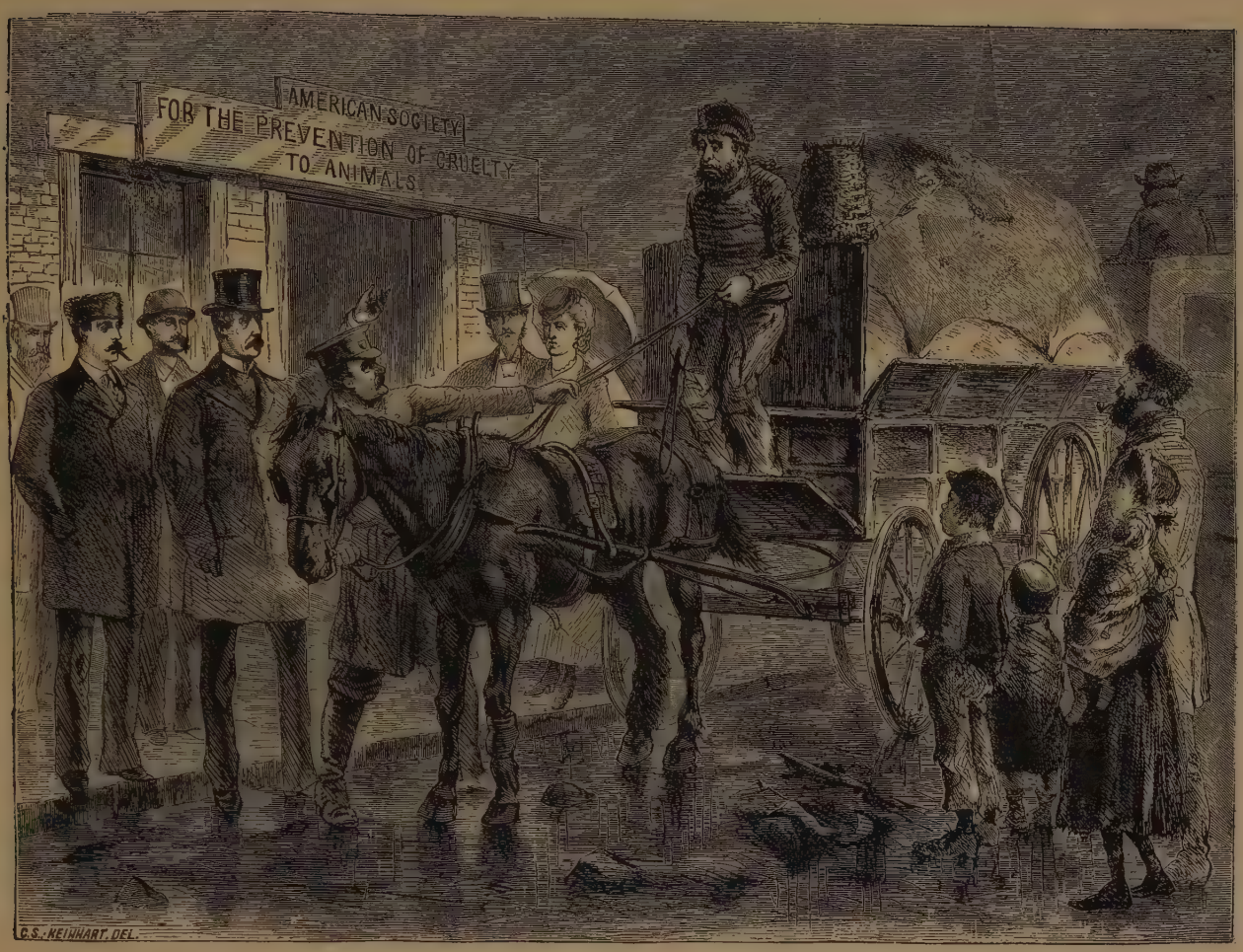
United States. A careful research of the records justifies the belief that this is the only arch in the world erected by private subscription to mark a historical event. It was designed by Stanford White and built of white marble. The span of the arch is thirty feet, the height of the opening forty-seven feet and the total height seventy-three feet six inches. Of the original Committee of Citizens formed for its erection, Henry G. Marquand was chairman; Louis Fitzgerald, vice-chairman; Richard Watson Gilder, secretary, and William R. Stewart, treasurer. For many years the pedestals on the north front remained vacant. In 1913, under the chairmanship of William R. Stewart, a new committee of which Jacob H. Schiff was treasurer, and Clarence W. Bowen, secretary, was formed to raise funds to provide two marble groups. In May, 1916, the group on the easterly pedestal, with Washington as General of the Continental Army as the central figure, the work of Hermon A. MacNeil of New York, was put in place. The westerly pedestal was filled in February, 1918, by a group, with Washington as President in the center, the work of A. Stirling Calder.

At No. 6 lives Lispenard Stewart who has resided in that house since his birth in 1855. At No. 32 lived Amos F. Eno, whose father built the Fifth Avenue Hotel. Mr. Eno left a large bequest to Columbia University. Henry Bergh, who founded the Society for the Prevention of Cruelty to Animals, lived at No. 17. This institution has adhered to its program since its inception, and its work has become a model for similar philanthropies throughout the whole country.

At the southeast corner of the Avenue and Eighth Street stands the old residence of John Taylor Johnston, probably the first marble dwelling house in the city of brownstones. Mr. Johnston's house was so famous that groups of trippers from the country, so it is said, stood in front of it with mouths agape, staring at its splendor. The house was completed in 1855.

Back of the house was Mr. Johnston's stable, the upper story of which he converted into an art gallery in 1860. Later on it was enlarged by constructing a second gallery on the adjacent stable to the west. This was the first art gallery of any importance, public or private, in the City of New York. And it was the first art gallery ever freely opened to visitors. Admission was by card on Thursdays. Cards were freely distributed through Mr. Johnston and several of his friends to all applicants. It was Mr. Johnston's gallery that undoubtedly created to a large extent the desire for a larger and more public institution of this kind which was afterwards realized in the formation of the present Metropolitan Museum of Art in 1870, with Mr. Johnston as its first president. Every year Mr. Johnston gave an artists' reception in his galleries to

Brevoort Hotel, Fifth Avenue and Eighth Street



Henry Bergh's great work for the prevention of cruelty to animals may not quite seem so important in this automobile age. Fifty years ago this story was different. Mr. Bergh is the figure in the "plug" hat at left. From a sketch in Harper's Weekly, 1878

which all artists of any standing in the city were invited and at this artists' reception was always served the famous punch which Charles Astor Bristed celebrated in song. Mr. Aspinwall, Mr. Belmont, Mr. Vanderbilt, Mr. Stewart and others later on followed Mr. Johnston's example in making collections of pictures.

Among the more important pictures in Mr. Johnston's collection was Frederick E. Church's "Niagara," now in the Corcoran Gallery at Washington, and Turner's "Slave Ship," now in the Boston Museum of Fine Arts, as well as Winslow Homer's "Prisoners from the Front," now in the Metropolitan Museum of Art in New York. Mr. Johnston's collection unfortunately was dispersed in 1877. It contained excellent examples of the modern American and French schools.

In the next block at No. 14, Isaac M. Singer, who had just commenced the introduction of sewing machines, lived in 1860, and more recently the genial humorist, Mark Twain, had his home there for many years. General Daniel E. Sickles, one of the heroes of Gettysburg and a picturesque figure in the seventies and later, was a near neighbor.

DELMONICO'S, AT FIFTH AVENUE AND 14TH STREET, 1858, NORTHEAST CORNER, FORMERLY THE GRINNELL MANSION

IT is difficult for the present generation to realize the former importance, socially and commercially, of the families engaged in shipping. Practically all of the great fortunes prior to the Civil War were made in shipping. Grinnell, Minturn & Co. were among the largest. They owned a great fleet of sailing ships trading to all parts of the world. The "Flying Cloud" was one of their most famous. It held the record for the run to California in the "Gold Rush" period—less than ninety days. It was one of the crack clippers built by that great ship builder, Donald Mackay.

Mr. Grinnell was a public-spirited citizen, a founder of the Union League Club and of the American Geographical Society. His brother was no less famous, organizing the relief expedition to search for Sir John Franklin. Grinnell Land in the arctic is named after them. On page 42 we have described the career of Delmonico's while occupying this house.

THE SPINGLER FARM, AT FIFTH AVENUE AND 14TH STREET

THIS picture shows the farmhouse, from a painting made in 1848, of the second home of the Spinglers and was located where the Van Beuren house now stands on 14th Street, built by Mrs. Mary S. Van Beuren, a granddaughter and principal heir. For years this old house retained its farm-like atmosphere with vegetable garden, cows and chickens. It was said to be the most expensive pasture land known to agriculture. The original farmhouse stood back about 375 feet from the Avenue.

Fifth Avenue's Early Tributaries. The Boston Post Road running through Union Square to Madison, connecting with Fifth Avenue, then called the Middle Road to distinguish it from the Albany Post Road (west) and the Boston Post Road (east). The building in center, erected by an important bank during great yellow fever scourge (1822), would be corner Broadway and 17th Street to-day

Union Square Thirty Years Later (1853). From a contemporary drawing by Bornet, hitherto unpublished. Collection New York Historical Society

At No. 24, corner Eighth Street, still stands the house built by Henry Brevoort from plans by the celebrated architect of that day, A. J. Davis, who designed the Sub-Treasury in Wall Street. It passed into the possession of the de Rham family in 1850, but has again come into the possession of the original owners through Mrs. George F. Baker, Jr., a descendant of the Brevoorts. Our photograph of this house is also of particular interest, as it was taken by Professor Moore of Columbia College about 1842 or 1843. It was printed on "salt paper," the first known method of taking photographs, and is undoubtedly the earliest outdoor photograph ever taken in New York; we are indebted to Columbia College Library for this unique item.

Old Brevoort Mansion, Fifth Avenue and Ninth Street, 1850. From a photo by Prof. Moore, Columbia University, taken in 1848

This old house was also the scene of an event that caused a profound sensation in New York society in the forties. The second "masked ball" ever given in New York was held here. This form of entertainment had hitherto been exclusively a foreign function. Among the guests, Miss Matilda Barclay, the charming daughter of the British Consul, in domino and mask, appeared as *Lalla Rookh*. Came also, Captain Burgwyne, a young gallant from the South, with cap and bells and cockle shells aglistening all in a row. In spite of parental opposition the young couple were secretly engaged. At four o'clock, without changing their costumes, they contrived to secure a clergyman and were married before breakfast. When the news transpired, society was shocked. Forthwith, masked balls were placed under the ban, and suffered an eclipse for several years.

Across the street is the famous hotel named after the old farm—the Brevoort House, opened in the second half of the nineteenth century. It was for years the favorite stopping place of all the English tourists, who avoided Broadway on account of the Indians, who, they were told, roamed this thoroughfare. The Captains of the Atlantic Liners were said to be largely responsible for the popularity of the Brevoort among this class, and the frequency of their presence as guests lent color to the story. It still remains a popular house. Adjoining the Brevoort lived "Ik Marvel" when he wrote his now celebrated "*Reveries of a Bachelor*," while living in Mrs. Ludlow's boarding house.

There are two notable churches at this point—the Church of the Ascension, corner of Tenth Street, and the old First Presbyterian Church, extending from 11th to 12th Streets. The latter is where President Tyler married Julia Gardner, June 26, 1844—the first time a Chief Executive was

married while holding office. Both churches occupy block fronts, and are richly endowed.

For more than a century, Grace Church has been interwoven with the life of New York; its history and ideals are part of the historic fabric of Fifth Avenue.

Some of the families who lived on Fifth Avenue in the '70s were:

1—Miss Frances A. Graham's school for girls (she succeeded Miss Lucy M. Green); 37—Grosvenor House, northeast corner of 10th Street; 39—George N. Miller; 41—Mrs. David S. Kennedy; 47—Mrs. Lead Hawley; 49—William W. Parkin; 51—Eli White; 53—James Lenox; 55—John Fishbee Sheafe; 57—Dr. James Lenox Banks; 81—John Brooks; Daniel Parish, southeast corner of 16th Street; 87—Dr. Robert G. Remsen; 99—Robert Lenox Kennedy; Fifth Avenue Church (Dr. John Hall), southeast corner of 19th Street, afterwards moved to 55th Street and Fifth Avenue.

6—Lispenard Stewart; 8—John Taylor Johnston; The Berkeley, southwest corner of 9th Street; 24—Henry C. de Rham, northwest corner of 9th Street; 32—J. H. Gautier, southwest corner of 10th Street; 44—Henry R. Remsen; 46—Aaron B. Belknap; 60—Robert M. Minturn, northwest corner of 12th Street; 62—Charles M. Talbot; 66—Dr. Gunning S. Bedford; 90—Arthur Leary; 100—William H. Gebhard; 102—Mrs. John Q. Aymar; 104—Israel Corse; 106—Peter Hayden; 118—Robert Winthrop; 128—Gordon W. Burnham.

When the First Presbyterian Church moved from Wall Street to Fifth Avenue and 12th Street, James Lenox moved, in 1846, from his residence (formerly his father's, Robert Lenox), 59 Broadway, to his new residence on the N. E. corner of 12th Street (No. 53).

In the same year his brothers-in-law moved to their new residences on the Avenue—William Banks from 16 State Street to the N. W. corner of 13th Street (No. 72); James Donaldson to the N. E. corner of 11th Street; David S. Kennedy to the S. E. corner of 11th Street. Later another brother-in-law, John Fisher Sheafe, moved to 55 Fifth Avenue, next to Mr. Lenox. In the early '60s Dr. James Lenox Banks moved to 57 Fifth Avenue.

Until about a year or so ago, property on the Avenue below 12th Street remained in the hands of old families who refused to part with their early homes. A few deaths, however, have served to start the inevitable change, and already half a dozen homesteads have disappeared and luxurious apartment houses have been constructed on these sites. Contrary to the general expectation, this new development has not altered fundamentally the residential character of this section. For once business has been diverted and has skipped all the territory from the Square to beyond 12th Street, due to the fact that Sailors' Snug Harbor property cannot be sold; yet in this neighborhood the blocks that house the older publishing firms have undergone commercial development. As we approach 13th Street we come to the Spingler farm, pictured on page 33.

Courtesy of New York Historical Society

Grace Church. A church interwoven with the social development of Fifth Avenue, although not directly on the Avenue, is Grace Church, which, established in 1809 by Trinity, moved to its present Broadway buildings in 1846. The rectory and garden of this church cover the site of old Henry Brevoort's homestead. The coming of the Church of the Ascension and Grace Church definitely established the social importance of Fifth Avenue

The Spingler farm was originally part of Elias Brevoort's farm on Fifth Avenue about 14th Street. Brevoort sold it in 1762 to John Smith, a wealthy slave owner of New York, who built his country residence upon it. In 1788, this estate was sold to Henry Spingler for about $4,750. Our picture shows this house as it appeared about 1848, standing west of Fifth Avenue. Spingler built another house on "the hill," but the land was taken by the City for Union Park (Square). His widow returned to this old house and lived in it until her death. It was finally demolished to make room for the Van Beuren house, built by Mrs. Mary S. Van Beuren, Spingler's granddaughter and his principal heir. To this

The Spingler House, on Union Square. From a rare lithograph in the collection of Robert Goelet

Residence of William M. Halstead, northwest corner Fifth Avenue and 14th Street, about 1835. It was afterwards altered and became successively Old Guard Armory, Midget Hall and Brewsters' Hall. One of the first houses on the Avenue

day the Van Beuren place has a bucolic atmosphere, and until recently had vegetable and flower gardens, cows, chickens and barns, and all the appurtenances of a farm house. The cows grazed on the most expensive pasture yet recorded.

At 14th Street we reach the northern boundary of Greenwich Village. Here begins a complete transformation in the character of the Avenue. Residences completely disappear and business begins.

On the northwest corner of Fifth Avenue and 14th Street, as shown in our rare photograph, stood the home of William M. Halstead, founder of the old dry goods firm of Halstead, Haines & Co., and occupied by him as his residence until his death. His children lived in the adjoining three houses on Fifth Avenue which he built for them—Mrs. John Kirtland Meyers in the first house, William M. Halstead, Jr., in the next, Dr. Thaddeus M. Halstead in the third. Mr. William M. Halstead was the father of Mrs. John T. Terry, Mrs. S. Oakley Vanderpoel, Dr. William S. Halstead (the famous surgeon of Johns Hopkins Hospital,

Brewster's Hall, N. W. Corner Fifth Avenue and 14th Street, About 1865

THIS is the old Halstead House on page 39 as it appeared after alterations were made. This, later, became Midget Hall, and in the late '90s was occupied by Gregg Furniture Co. It is now a large office building.

Drawn from a rare photo in possession New York Historical Society

LOOKING SOUTH ON FIFTH AVENUE FROM 22D STREET, 1870

THIS view taken in the '70s shows the Union Club at right and the South Dutch Reformed Church, Rev. Roderick Terry, at 21st Street. On the corner of 20th is the residence of R. L. Stuart, now the site of the Presbyterian building. Opposite, on the block below, stood the famous Dr. John Hall's Fifth Avenue Church. In the distance are seen the spires of the Church of the Ascension (10th Street), (Dr. John Cotton Smith), and the First Presbyterian (12th Street), (Dr. William M. Paxton), all noted divines in their day. This particular section at that time may be conceded to have been the most important, socially, on the Avenue.

Baltimore) and Richard H. Halstead, a prominent figure in Wall Street in the '90s. This corner afterward became the Armory of the Old Guard, that picturesque organization of veterans.

On the northeast corner stood the house of Moses H. Grinnell, a famous shipping merchant. In the late '60s Delmonico took over this fine old mansion and thus confirmed the supremacy of the new social center. Its ballrooms and dining rooms were the scenes of countless gatherings of wealth and fashion. The Assembly Ball was only one of its more special events. Nightly the building was filled with beautifully dressed women and men of national celebrity. It was said that no man ever attained eminence in the town who did not later pass through the portals of this world-famous establishment. It was here also that the "Patriarchs" was founded in 1872, as a sort of American "Almacks," and as they represented the cream of polite society of their day, their names are interesting:

J. J. Astor
Geo. Henry Warren
De Lancy Kane, Jr.
Wm. Butler Duncan
Lewis Colford Jones
B. J. Welles
Edwin A. Post
A. Gracie King
Robert G. Remsen
W. R. Travers
Isaac Bell
F. G. d'Hauteville
R. E. Livingston
Theodore Roosevelt
C. H. Remsen
Levi P. Morton
Alex. Van Rensselaer
William Astor
Ward McAllister
Eugene A. Livingston
E. Templeton Snelling
Walter Langdon
John W. Hammersley
Royal Phelps
Frederick Sheldon
Lewis M. Rutherford
Wm. C. Schermerhorn
Francis B. Rives
J. Augustus Hamilton
C. C. Goodhue
Maturin Livingston
Charles de Rham

Delmonico's was started on William Street by two Swiss brothers, who opened a coffee, cake and confectionery room. The portico of this William Street house, we might say in passing, was taken from the ruins of Pompeii. Among other novelties the brothers introduced a female cashier, regarded as an example of the "new fangled ideas of these French," but which nevertheless was a most popular attraction. Joined then by a nephew, Lorenzo, first of the notable spirits of a notable family, its cuisine rapidly attained reputation among the business men. Philip Hone in his diary refers to it indifferently; but Albert Gallatin, Secretary of the Treasury for twelve years, who might have been President had he not been a Swiss, gave his compatriots the benefit of his frequent patronage.

©Scribner's
Entrance to Old Manhattan Club

Among the notable dinners given at this Fifth Avenue house was the one in honor of Professor Morse. In the grand ballroom there was a connection made with the first cable to Europe, and Professor Morse telegraphed the first cablegram from his table. In forty minutes

Fifth Avenue and 14th Street, 1853. View looking east on 14th, from the Avenue. (From Valentine's Manual.)
The west wall facing Fifth Avenue is still the same today (1924) except for the store alteration

an answer came back and, followed by tremendous applause, was read to 350 guests. Fifth Avenue is thus identified with another of the most important events in the City's commerce—the Atlantic Cable—as it is with its Art.

Delmonico remained in this location until the rapid extension of the Avenue after the Civil War induced him to remove, in 1876, to the more luxurious building at Fifth Avenue and 26th Street, still fresh in the memory of many readers.

On the southwest corner of 15th Street stood the Manhattan Club, the home of the "Swallow-tail Democracy." The plan for its organization was first broached in 1864, and the first meeting of the Managing Committee was at Delmonico's on July 18, 1865. A committee was appointed to secure a permanent home for the club. They purchased the old Parker or Benkard Mansion at Fifth Avenue and 15th Street for $110,000, a sum of great contemporaneous import. The club was always famous for its kitchen. The late Colonel Henry Watterson, one of its most picturesque members, said of it:

"With the Union Club and the Union League—its contemporaries—and the Century—its senior—the Manhattan Club links the life of primitive old New York with that of the wondrous great Metropolis." Its first president was John Van Buren, son of President Van Buren. Sam Ward, Joe Jefferson, W. J. Florence, "Oaky" Hall, Dion Boucicault and Commodore Vanderbilt used to foregather there. The club remained in its Fifth Avenue home until 1890, when it migrated to the Stewart Mansion, at 34th Street.

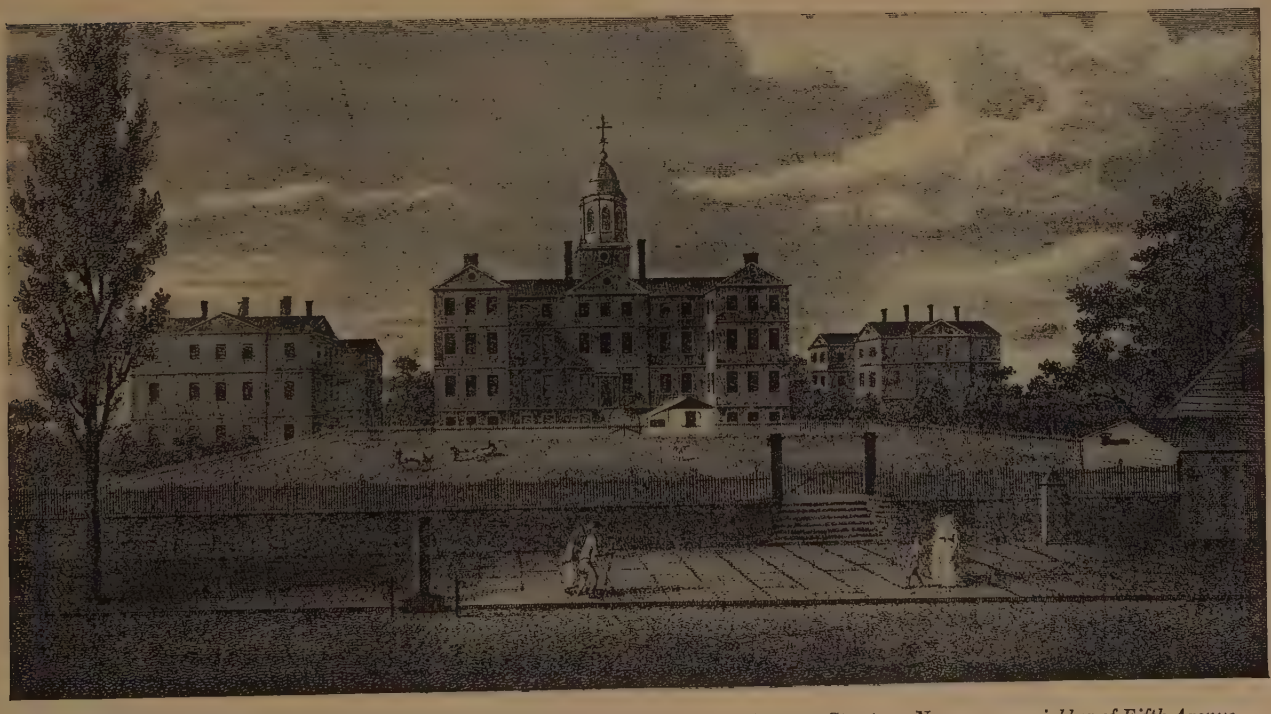
Fifth Avenue Presbyterian Church, 19th Street and Fifth Avenue, adjoining Belmont House, about 1880

Another famous club which originated in the Fifth Avenue zone is "The Lambs." The parent Lambs had its origin in London in 1869, when John Hare, Talbot Smith and Charles Collette gathered a dozen convivial friends and started a dinner club. Among others of the founders was Harry Montague, who, having been called professionally to America in 1874, established the New York Lambs. Their first meeting place, in 1877, was the Maison Doree Hotel, where they occupied one room for suppers.

On the southeast corner of 15th Street and Fifth Avenue stood the New York Club, while on the northeast corner of the block above was the home of Levi P. Morton, banker, who succeeded to the high honors of Governor of New York State and Vice-President of the United States. On the northeast corner of 16th Street stood the old Lorillard Spencer Mansion, originally the Gardner G. Howland house. On the northeast corner of 18th Street was the splendid mansion and art gallery of August Belmont, New York representative of the Rothschilds. The Belmont mansion was one of the centers of social life. Among the first of the large entertainments given here was the reception to the Japanese Envoys. This took place immediately after the ports of Japan had been opened to the commerce of the world, through the efforts of Commodore Matthew Galbraith Perry, father of Mrs. Belmont. Prior

Lorillard Spencer House, 16th Street and Fifth Avenue, about 1875

The Belmont houses, Fifth Avenue and 18th Street, 1880



The New York Hospital on its original location, Broadway, between Worth and Duane Streets. Now a near neighbor of Fifth Avenue on 16th Street. Established by Royal Charter, 1771. Opened in 1791

A famous landmark in Old Union Square in the '80s

to this, Japan had been known as the Hermit Kingdom, and had no trade with foreign nations. In acknowledgment of his inestimable services, the United States Government presented the Commodore with a silver-plate service of great elegance and value. It was used in the Belmont house on great occasions.

Marshall O. Roberts House

Glancing down 16th Street, a few doors from Fifth Avenue is another institution rich in historic interest—the Society of the New York Hospital—which was created by a Royal Charter, June 13, 1771. Its history is, in a sense, the history of the city since the Revolution. Its original home was on the westerly side of Broadway, opposite Pearl Street, and it received its first patients January 3, 1791. For many years it continued to be the only hospital in the City of New York, and, in addition to affording relief to the sick poor of the city, it became a famous center of medical instruction. On March 16, 1877, it moved into its present spacious quarters. The list of its governors, since its foundation, is a

roster of social distinction and eminent public service, including, as it does, the names of John Jacob Astor, William Bayard, Aaron Burr, James W. Beekman, Robert C. Cornell, James Duane, Philip Hone, Abram S. Hewitt, John Jay, James Kent, Edward King, Lindley Murray, Charles E. Strong, Frederick D. Tappen, Richard Varick and Samuel Willets.

It is only a few years since the section which now occupies our attention was called the Paternoster Row of New York, because of the number of publishing

Old Chickering Hall. An important musical center in the '70s and '80s. Corner Fifth Avenue and 18th Street

TROTTING DAYS ON THE AVENUE, HARLEM LANE, ABOUT 1870

SEPARATE and distinct from the race-track was the old-time custom of trotting. Fifth Avenue, any pleasant afternoon, was filled with crack trotters on the way to a spin up Harlem Lane and out toward Jerome Park. The number of men in all ranks of life who were enthusiastic lovers of horse-flesh was surprising. It was by no means confined merely to the rich, although their names were most frequently in the papers. But all classes were represented. The butcher boy on the Bowery, who, by the way, drove a very swanky "cart" and at dangerous speed, as well as the Wall Street broker, all had something in common when it came to horses.

Along in the afternoon hundreds of turnouts would be seen going up the Avenue and turning into the Park for a spin to Harlem, and many were the impromptu brushes on the road.

No motor car can ever inspire the love an old-time driver had for his trotter. Even the names of trainers, like Budd Doble, were household words.

TWENTY-THIRD STREET IN THE '50s

OUR picture shows a rather important residence of its time, the home of the father of Mayor Tiemann. It stood almost where Madison Avenue begins. The towers in the background belong to the church presided over by the famous Dr. Crosby at the corner of 22d Street and Fourth Avenue.

houses that lined it. At Nos. 150 and 156 Fifth Avenue are buildings devoted to sacred literature and related subjects. This region was long the home of many of the churches that were built in the middle of the last century, among them the South Dutch Reformed Church, erected in 1850, at the southwest corner of 21st Street, and the Fifth Avenue Presbyterian Church at 19th Street. In the latter street, just east of the Avenue, was the former home of Horace Greeley, and in 20th Street (No. 28) Theodore Roosevelt was born.

St. Germain Hotel, corner Fifth Avenue and 22d Street, Flatiron site

One of the fine mansions of this section was that of Marshall O. Roberts, on the southeast corner of 18th Street, which gloried in the possession of the enormous canvas, "Washington Crossing the Delaware." This famous painting was later acquired by John S. Kennedy, and it is now in the Metropolitan Museum of Art.

On the northwest corner of 18th Street was Chickering Hall, which, during the twenty-five years of its existence, was one of the most potent factors in making the musical history of New York. In that hall world-famous artists made their American début, including Hans Von Bulow, Anton Seidl, Vladimir de Pachman, Rafael Joseffy. Among the great literary figures which edified and entertained audiences in this hall may be mentioned the names of Oscar Wilde, Mark Twain and Matthew Arnold. On his return home, Matthew Arnold told his mother that the American reporters had said that he was conceited, and that his clothes didn't fit. "They were wrong about the clothes, Matthew," observed the old lady, with a demure twinkle in her eye.

Site of present Flatiron Building, when the corner was known as the "Cow Catcher"

In the houses that preceded Chickering Hall lived the Countess Leary and her brother, and Samuel P. Avery, then a wood engraver, who was afterward to become

the noted art dealer, with such substantial clients as William H. Vanderbilt and J. Pierpont Morgan.

In this immediate neighborhood (20th to 22d Street) lived Peter Marie, S. F. B. Morse, W. Loring Andrews, Edward Clark of Singer Sewing Machine fame, J. S. C. Abbott, brother of Lyman and author of the famous "Rollo" books, Henry C. Sturgis, whose sister married J. Pierpont Morgan, and Martha J. Lamb, author of the well-known History of New York.

As the nineteenth century passed its midway mark, clubs began to penetrate the Fifth Avenue residential section. One of the first was the Union Club, founded in 1836, with No. 1 Bond Street as its first home. In 1847 it shifted to Broadway and Fourth Street, and in 1854 the land at the 21st Street corner was secured. The following year the club moved into its new Fifth Avenue building, which was the first in New York erected exclusively for club purposes. From the day the Union Club first opened its doors it was one of the wealthiest and most exclusive of New York clubs, and the names of its organizers are names associated with the history of the city: Philip Hone, of the celebrated "Diary"; Thomas P. Oakley, Samuel Jones, Beverly Robinson, W. B. Lawrence, Charles King, E. T. Throop and J. Depeyster Ogden.

Among the earliest clubs which defined the character of the streets passed in review may be mentioned The Athenæum, established in 1859 at the southwest corner of Fifth Avenue and 16th Street; The Lotus Club, which had its quarters at No. 147 Fifth Avenue, and which was organized "To promote social intercourse among journalists, literary men, artists, and members of the theatrical profession"; The Travelers' Club, at 18th Street and Fifth Avenue, occupied the commodious residence which belonged to Gordon W. Burnham. Founded in 1865, the object of The Travelers' Club was "to bring together travelers of all nations, and to do honor to distinguished men who were visiting the United States." Between 19th and 20th Streets, at No. 146 Fifth Avenue, was the Arcadian Club, an organization which for a time contested the particular field of its rival, The Lotus. The Knickerbocker Club, organized in 1871 by the descendants of the first settlers of New York, bought from William Butler Duncan his home on the southeast corner of Fifth Avenue and 28th Street, and the Calumet took the 29th Street corner above.

Knickerbocker Club, Fifth Avenue and 28th Street

The Calumet Club, Fifth Avenue, corner 29th Street

When the English sparrows were first imported, the city built bird houses for them in public places. This shows the one in Madison Square. These bird houses had special names—"City Hall," "Battery," "Central Park," etc. (1859)

On the lower half of what is now the "Flatiron" building stood for many years the Hotel St. Germain. The apex of this island lot was so narrow that only small buildings could be erected on what was once the garden of the St. Germain, and this section was known as the "Cow Catcher." A railroad office and some nondescript shops occupied this small area prior to the advent of the Flatiron. The "Cow Catcher" remains, however, and is today occupied as a cigar store. The block on the opposite side retained its residential character till late in the '80s. The erection of a business building at the corner of 23d Street, on the site of the old Eugene Higgins' residence, brings us up to the junction of Fifth Avenue, Broadway, 23d Street and Madison Square, the ending of the second section in the building of the Avenue.

Let us pause a moment to look from Fifth Avenue on the then fine shopping thoroughfare of 23d Street. A row of great white emporiums, and on the north side the handsome French Renaissance building, "Eden Musee," our local imitation of Mme. Tussaud's Wax Works. Nothing so delighted our country cousins as a visit to this fascinating establishment to play chess and checkers with Ajeeb, an automatic player supposed to be invincible, and to visit its "Chamber of Horrors." A mass of gay femininity rustled through this street, on the way to and from the other great shops on Broadway. This was the then famous "Ladies' Mile," and extended south to Eighth Street. It was the immediate predecessor of the present Fifth Avenue shopping district. The enormous bustles, balloon sleeves, small hats and tight waists are curious contrasts to the styles of our day.

Christopher Mildeberger's farmhouse facing the Bloomingdale Road at Fifth Avenue and 23d Street, 1839, before the avenue was cut through. This house became Colonel Thompson's Madison Cottage, a famous roadhouse, 1839 to 1850. Franconi's Hippodrome succeeded the roadhouse; then came the old Fifth Avenue Hotel. The Fifth Avenue Building now occupies the site. From a hitherto unpublished drawing (about 1830) in the possession of the New York Historical Society

Madison Square

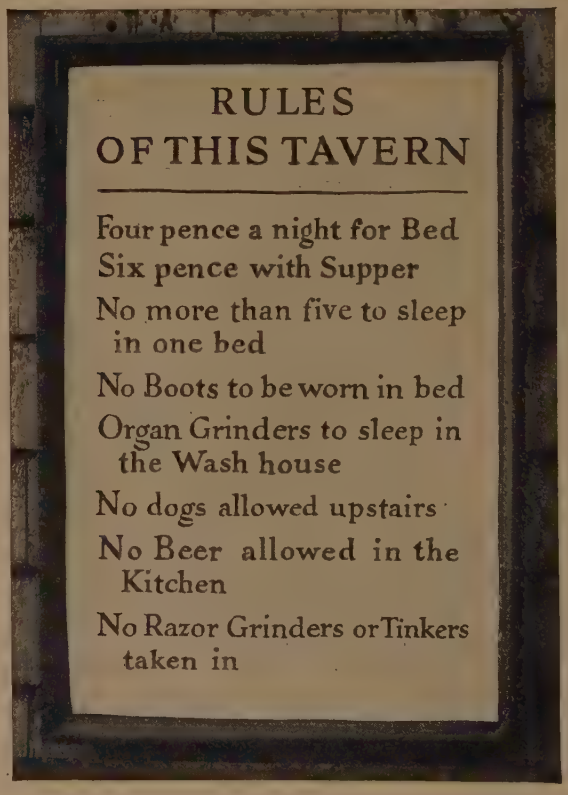
When Fifth Avenue was cut through in 1837, the Horn farmhouse, occupied by Matthew Horn's daughter and son-in-law (the Christopher Mildeberger referred to above) was temporarily left in the middle of the street. In November, 1839, it was removed to the corner where the Fifth Avenue Building now stands and was leased to a Colonel Thompson, who converted the old building into a roadhouse, which for many years was popularly known as the Madison Cottage. A small "Isle of Safety," which some of our readers may recall, stood on this location for many years. It is said to have been all that remained of the ground on which the old farmhouse stood.

The Madison Cottage, therefore, was the old Horn farmhouse adapted to its new career. Chroniclers tell of "The Sign of the Buck Horn," a huge pair of antlers which announced the favorite meeting place of riders and drivers in the '40s. The business card of the Cottage carried the announcement that stages "leave every four minutes." A genial historian of that period, Abram Payton, describes this post tavern as "The last stopping place for codgers, old and young. Laverty

Colonel Thompson's Madison Cottage, the roadhouse which stood at the corner of 23d Street and Broadway, about 1850

and Niblo, Sol Kipp and Nat Blount, the Costers, the Whitneys and the Schermerhorns would here end their day with the worthy Colonel."

After a brief but colorful career, Madison Cottage was torn down early in 1853 to make room for a circus known as Franconi's Hippodrome, which opened its doors on May 2d of that year. This Hippodrome was built by a syndicate of American showmen and presented an odd architectural combination of tent roof and permanent wall. It was two stories high and seven hundred feet in circumference. In the center was a great oval ring two hundred feet wide and three hundred feet long, with a seating capacity for six thousand people and standing room for half as many more. The boldness of the venture won for it immediate success,



The first picture of the Fifth Avenue Hotel as completed (1858), and then known as "Eno's Folly." Erected on the site of Colonel Thompson's roadhouse

but when the novelty had worn off, and after two years of steady losses, the enterprise had to be abandoned.

Amos R. Eno bought the property for the purpose of building a hotel, which would far surpass anything the city had known hitherto and which would become one of the famous hotels of the world. Many critics scouted the idea that a location so far uptown could be found practical, but the sturdy New Englander went ahead with his plan and the Hippodrome building was torn down. The new structure was completed in September, 1859, when the Fifth Avenue Hotel opened its doors under the direction of Colonel Paran Stevens. Because of the conspicuous rôle which the Fifth Avenue Hotel played for half a century in the social and political life of New York, extended record will be given here of its activities; but, before entering upon a description of its career, it is proper to narrate the development of this section which culminated in the founding of Madison Square.

It will be observed through a study of the Commissioner's map of 1811 that there was to be no Fifth Avenue between 23d Street and 34th Street; the Avenue was marked to terminate at 23d Street, and to resume its march eleven blocks farther north. Thus the Parade Ground, extending from 23d to 34th Street, was largely common land belonging to the city. An old United States arsenal held the lower end; to the northeast was a Potters' Field; to the west was the land of General Theodorus Bailey, the City Postmaster; while at the north stood the farm of Caspar Samler. In 1823 the arsenal was abandoned, and a year later the

MADISON SQUARE IN THE '80S

SOME idea of the great destruction among the large trees that formerly adorned Madison Square may be gained by a comparison of this picture with its present appearance. Gas, electric light, subways and air-tight concrete sidewalks have about finished the sturdy old oaks, elms and sycamores.

FIFTH AVENUE AND TWENTY-SIXTH STREET—THE HOTEL BRUNSWICK

FOR many years the old Brunswick was the headquarters of the "horsey" element in society. The Coaching Club was near by—at 319 Fifth Avenue. Col. deLancey Kane, Col. Lawrence Kip, and T. Suffern Tailer headed the Coaching coterie. Four-in-Hands, Tandems, etc., started here for the run up to New Rochelle. They created a sensation going up the Avenue, with their natty Club suits of forest green with brass buttons, and the guard sounding the coach horn from the rear seat. During Horse Show week it was resplendent in blue and yellow.

The cuisine of the Brunswick was famous for its bird and game dinners, its rare vintages, and other super-edibles. Patrons of the Meadowbrook, Jerome Park and Monmouth Park Clubs, together with many titled visitors from abroad, combined to keep the Brunswick a prime favorite with an exclusive circle. It cultivated a decidedly British atmosphere and lived an autocratic existence, in keeping with the dignity of its name.

building was sold to the Society for the Reformation of Juvenile Delinquents for six thousand dollars.

In 1837 the size of the Parade Ground, then referred to as "a public place," was reduced to the present dimensions of Madison Square (approximately seven acres), and in 1844 the Eastern Post Road, which traversed the square, was closed. The line of this road may be deduced today by the double row of trees that runs northeast toward Madison Square.

Madison Square, named after President Madison, was formally opened in 1847. The migration of society to this new center began during the mayoralty of James Harper. Among the names which fixed the social distinction of this vicinity, mention should be made of Lawrence W. Jerome, affectionately known as "Larry" Jerome (father of William Travers Jerome), and his elder brothers, Leonard and Addison G., who, with William R. Travers, formed a quartette of prominent bankers and social leaders. James Stokes, whose wife was a daughter of Anson G. Phelps, had the distinction of building the first residence on Madison Square, in 1851, at No. 37 Madison Square, East; John David Wolfe, whose daughter, Catherine Lorillard Wolfe, gave her extensive art collection to the Metropolitan Museum of Art; Frank Work, Henry M. Scheffelin, James L. Scheffelin, Samuel B. Scheffelin, were also among the first settlers.

The first permanent historical memorial to be erected in this section was the monument to perpetuate the memory of Major William J. Worth of Mexican War fame. He died at San Antonio, Texas, June 7, 1849, and a month later the Common Council of the city appointed a committee to make arrangements for bringing his body to New York for burial. His remains were deposited in Green-

Madison Square at 23d Street, showing Hoffman House and Albemarle Hotel. Parade of 7th Regiment. About 1890

Dedication of the Worth Monument in Madison Square, 1858. From rare lithograph in collection of Mr. Robert Goelet

wood Cemetery, and remained there until 1854, when the Board of Aldermen recommended the erection of a suitable monument, fixing the location between Broadway and Fifth Avenue, south of 25th Street. This was the last interment permitted on corporation property.

The Worth Monument in Madison Square is a granite obelisk, divided into sections by bands upon which are inscribed the names of the battles in which General Worth distinguished himself. A large bronze tablet shows the equestrian figure of General Worth in high relief. The inscription runs as follows:

MAJOR GENERAL WORTH
Ducit Amor Patriae
By the Corporation of the City of New York. 1857

HONOR THE BRAVE

Under This Monument Lies the Body of
WILLIAM JENKINS WORTH
Born in Hudson, New York, March 1, 1794
Died in Texas, May 7, 1849

It was against this background, rich in historical and social interest, that the Fifth Avenue Hotel was launched on its career.

Royal guests furnished continual gossip about the new hotel and gave it international publicity. The visit of the Prince of Wales in 1860 started the "royal procession"; there followed Don Pedro, the last emperor of Brazil, the Crown Prince of Siam and Prince Napoleon.

FIFTH AVENUE LOOKING SOUTH FROM 31ST STREET

MARBLE Collegiate Church, still standing, on right. Illustration shows stoops and small gardens that were attached to almost every house on the Avenue. About 1903 these "space-takers" were shaved off by the city, to widen the Avenue.

CORNER OF FIFTH AVENUE AND 36TH STREET, 1895

THE solidly built-up block between 35th and 36th Streets as it appears to-day would not indicate that a large greenhouse stood there as recently as the '90s. The brilliant display of colors added a pleasing note to the otherwise dull surroundings, but the rapid growth of business swept away the florist and his riotous colored stock, much to the regret of the afternoon promenaders.

The visit of the Prince was no sooner ended than the dark clouds of the Civil War, which had been slowly gathering, broke into the storm that was to rage with unabated fury for the next four years. By common consent the new hotel became the headquarters of the forces that were organized to preserve the Union. The political party which represented these views very naturally made the hotel its headquarters: Thurlow Weed, from up state; John A. Dix, whose famous telegram is well remembered, "If anyone attempts to haul down the American flag, shoot him on the spot"; Henry Ward Beecher, whose eloquence was a tower of strength to the Government; E. D. Morgan, the famous war governor who lived on the Avenue, corner 36th Street; Moses H. Grinnell, leading figure in the Union League just forming; Hamilton Fish, Horace Greeley, Isaac Bell, Wm. M. Evarts, with dozens of other patriotic citizens whose names have since become household words.

"Bill" Tweed, Daniel Drew, Jay Gould, "Jim" Fisk, Commodore Vanderbilt, Henry Clews, "Larry" Jerome, William R. Travers, and everybody who was anybody on the street, gathered here nightly. It was a scene never to be forgotten, and, for the time being at least, the Fifth Avenue Hotel was not only a caravansary, but was the headquarters of all the gigantic forces, passions and animosities aroused by the fratricidal war. It would be difficult to imagine a more motley crew, nor one more widely diverse in its aims and purposes, assembled under any roof.

To add to the excitement, rapid discoveries in oil were reported from many sections of the country, particularly Pennsylvania. The same scenes with which

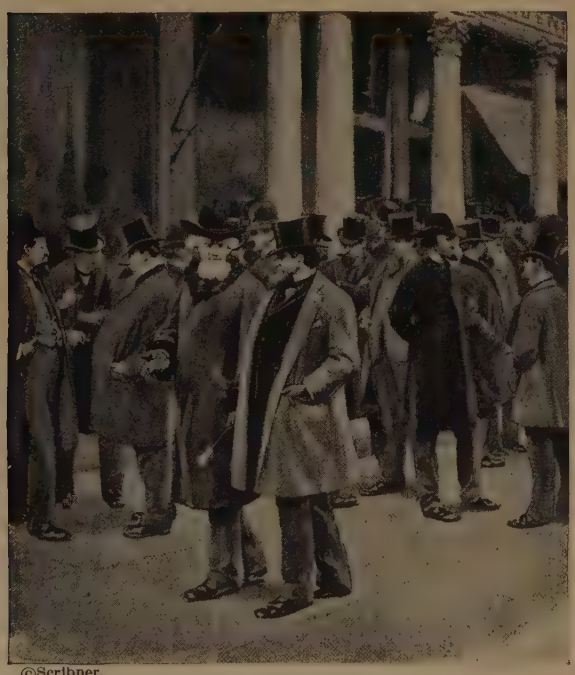
The New York & Harlem R. R. depot on the site of present Madison Square Garden, 1860

Two Famous Old Fifth Avenue Hotels—The Windsor, 46th Street (top) and the Buckingham (bottom) at 50th Street, about 1876

we became familiar after the great industrial combination craze of the '90s were enacted, only with all the spectacular accompaniment of a greater and wider element of uncertainty.

In the rooms of this hotel the plan to make Ulysses S. Grant President was conceived and carried out. The famous speech of the Rev. Dr. Burchard, in which "Rum, Romanism and Rebellion" occurred, was part of the political history of the hotel. It cost James G. Blaine the election and brought to everlasting fame Grover Cleveland.

A famous institution was the "Amen Corner." It was so called because "Tom" Platt, the Republican Boss, uttered his dicta here and the hearers always acquiesced. It was an outgrowth of conditions prevailing at the time. Notable Republican chieftains would accidentally meet in the lobby and start a discussion of some kind. As the subject lengthened they would repair to a corner and sit down. In time the "corner" began to be an appointed place for conferences, and, as many weighty decisions were reached at those meetings, the significance of the title became more and more manifest. For nearly a quarter of a century every prominent leader in the party sooner or later sat in the "Amen Corner." It was here, according to the newspaper reports of that time, that Theodore Roosevelt was made the Vice-Presidential nominee, despite his energetic protest.



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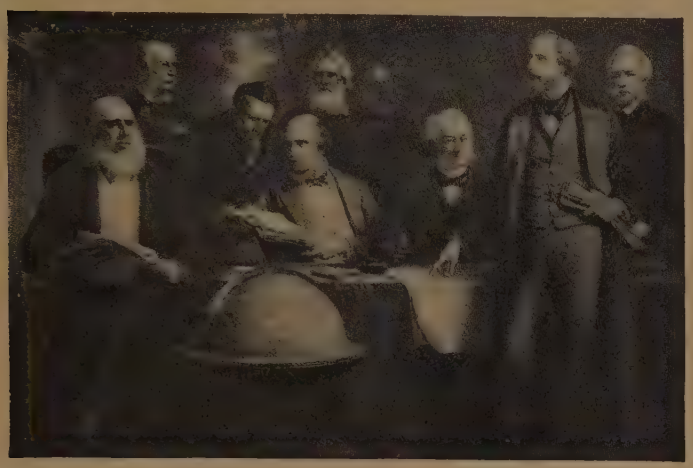
Visiting statesmen at the old Fifth Avenue Hotel during a political campaign, 1890

The list of celebrities seen every day in the hotel was a long one. Edwin Booth, coming up from the theater on 23d Street, was known to all. Then would come Samuel J. Tilden, in frock coat and famous plug hat; Augustus Schell and John Kelly, inseparable and yet a strange combination—they passed on to the Hoffman House; Henry W. Raymond, the brilliant editor of the "Times," with George Jones, publisher, whose magnificent courage exposed the Tweed ring; Roscoe Conkling and his protégé, Chester Allan Arthur, President and President maker; James G. Blaine, Conkling's implacable foe. Grant was a constant visitor.

Mark Twain was a frequent visitor on his many trips from Hartford. One evening he purchased a number of afternoon papers, as was his wont, and was proceeding to the entrance with his bundle under his arm. A lady stopped him and asked him for a paper, tendering a nickel in payment. Twain gravely handed her a "Sun" and made the change. It is not recorded that Catherine

Lorillard Wolfe, who lived opposite, where the Metropolitan Life Building now stands, heard of the incident. She founded the Newsboys' Lodging House, and might have been induced to give the genial humorist a night's extra lodging free for his courtesy.



Cyrus W. Field, Peter Cooper and his associates, founders of the first Atlantic Cable

Cyrus W. Field, builder of the Atlantic Cable; fine old Peter Cooper, New York's First Citizen in his day, and founder of Cooper Union; William Cullen Bryant; the Cary sisters, Phoebe and Alice; Brewster, the carriage man; "Bob" Dunlap; at a later date, Joseph F. Knapp, John R. Hegeman, Stewart Woodford, Cyrus H. K. Curtis, and scores of others were frequent visitors.

When the old hotel opened there was a fireplace in every room and the rate was $2.50 a day, including four meals. Even to the end, the extra meal—supper it was called—was included. Nor was an added charge made for any guest one happened to bring in. The hotel was your home and you were expected to have your friends visit you occasionally. Almost to the end the guests were seated at a long family table, twenty or thirty at a time.

With the passing of this famous hostelry there disappeared from the annals of Old New York one of its most memorable centers. Few persons who stopped at the old Fifth Avenue but looked back to the experience with the liveliest satisfaction and the keenest enjoyment. No other hotel can possibly duplicate the peculiar place held by the old Fifth Avenue in the hearts of Old New Yorkers, nor is it desirable that it should.

Styles on the Avenue in the '90s

The area immediately to the rear of the Fifth Avenue Hotel on 24th Street, formerly the site of Brougham's Lyceum Theater, contained the first Fifth Avenue Theater, managed by Augustus Daly, who succeeded Lester Wallack as theatrical manager extraordinary to New York society. The Daly Company at this house included such celebrated names as Clara Morris, Fanny Davenport, Effie Germon and Sara Jewett. The house was burned down in the late '70s and rebuilt as the Madison Square by Steel Mackaye. Its ingenious equipment of a double stage, the comfort and unostentatious luxury of its auditorium, together with its "intimate" character, made it a favorite home of "Society Plays." It had almost as uninterrupted a record of successes as any theater in the history of New York. Among these were "Hazel Kirke," which ran over six hundred nights—phenomenal in those days—"Jim the Penman" and "Captain Swift." Manager A. M. Palmer introduced Miss Minnie Maddern Fiske to the playing world there; and "A Trip to Chinatown," by Charles Hoyt, the George M. Cohan of his period, served to introduce this new genius to the theater-loving public.

Another favorite "society" home was the Lyceum Theater, contiguous to the Academy of Design, a stone's throw from Madison Square. There Georgia Cayvan, Herbert Kelcey and Effie Shannon delighted the fashionables with the early Pinero's "Sweet Lavender," "Lady Bountiful," and "The Amazons," and the young Sothern played "Lord Chumley," "The Wife," "The Highest Bidder" and "The Charity Ball," in some of which a young playwright named David Belasco collaborated with one Henry C. DeMille.

Block on Madison Avenue, between 23d and 24th Streets. Dr. Parkhurst's church on left. On Fourth Avenue in rear of this church was the Lyceum Theater

The representations of Fifth Avenue interiors, in the drama, have been many and varied. "The Banker's Daughter" set the vogue for "*Scene* 1—*In the Lobby of the Windsor Hotel. Time: The Present.*" The earlier types—"*Mr. James Van Alstyne, a Fifth Avenue Banker*"; "*His Daughter, Mary*"; "*His Son, Jack*"; were familiar *dramatis personæ* to the playgoers of the gas footlight days. Of course, there was the pretty housemaid with the duster, who invariably opened the performance with: "Not home yet? What can have detained him? Ah, there's the bell now." The English butler, who furnished "comic relief" with the pretty maid aforesaid, and the ingenue, who usually provided her early

audiences with one of the most convincing proofs of the alleged inferior mentality of females.

The later dramatists gained in sophistication, if not in subtlety. Mr. Clyde Fitch wrote a genial parody of the age of innocence in his "Captain Jinks of the Horse Marines," in the dialogue of which the songs of the period were mentioned—"Walking Down Broadway," "Tassels on Her Boots," "Shoo-fly"—and in which he undertook to poke fun at mid-Victorian interior decoration; but so engrossed was he in retrospect that he failed entirely to take note of some of the "period" furnishings of his own time. The earlier drawing-room embellishments included painted coal scuttles, huge sashes of ribbon tied around piano legs, John Rogers' statuary, lambrequins without end, and antimacassars—a washable woolen tidy—to keep the well lubricated hair from soiling the backs of armchairs and sofas.

District messenger boys acted as escorts to ladies visiting the theatres in the '90s

The region once bounded by the old farm of Caspar Samler, comprising the greater part of Fifth Avenue from Madison Square to 31st Street, housed important buildings at this period of our story. At the northwest corner of 26th Street stood the old Brunswick Hotel, the headquarters of the "horsey" element in society. Four-in-hands and tandems started here for the run up to New Rochelle. They attracted much attention going up the Avenue, with their natty club suits of forest green with brass buttons and the guard sounding the coach horn from the rear seat.

The cuisine of the Brunswick was famous for its bird and game dinner, and its rare vintages. Patrons of the Meadowbrook, Jerome Park and Monmouth Park Clubs, together with many titled visitors from abroad, combined to keep the Brunswick a prime favorite with an exclusive circle.

The Victoria Hotel at the southwest corner of 27th Street is remembered primarily as the New York home of President Grover Cleveland, during his term of office. It was designed to imitate the architecture of the French apartment houses and was thus somewhat in advance of the general acceptance of this style by a later generation. The Marble Collegiate Church at 29th Street, and the Holland House at 30th Street, likewise stood on a portion of the old Samler farm.

Writing of this period on the occasion of his second visit to the United States, Charles Dickens reported "changes moral, changes physical, changes in the amount of land subdued and peopled, changes in the graces and amenities of life."

Perhaps the salon of the Cary sisters, Alice and Phoebe, helped to improve the art of living. A little off the Avenue, at East 20th Street, to their simple

South on Madison Avenue, from Leonard Jerome's house, 26th Street, now home of Manhattan Club. About 1870

brick dwelling there repaired of Sunday evenings the literary lions of the day: Whittier, Stoddard, Aldrich, Ripley, Herman Melville and Justin McCarthy—and occasionally old Horace Greeley.

Another influence for the city's prestige was the second Fifth Avenue home of Delmonico which invaded Madison Square in the '70s. Occupying the entire block front between Fifth Avenue and Broadway on the 26th Street corner, this location was the most noted meeting place of celebrities in the Western Hemisphere. Its Fifth Avenue windows faced the Brunswick Hotel, while those on the Broadway side gave a view of the St. James, a noted resort for the magnates of the turf. The ballroom of Delmonico's was unique in social life. It was here that the famous dictum limiting New York's social elect to 400 was first conceived. The ballroom capacity was about that number, and Ward McAllister, the Petronius of New York society, in pruning the applications for some coveted invitations to one of its functions, gave notice to that effect. The newspapers characteristically made capital of the implied shrinking of the "Upper Ten Thousand," and New York awoke to a new social oligarchy.

Most of the city's celebrities lived within the area of Madison Square in this mellow period of Manhattan's history. The house on the south side of 23d Street, facing Madison Avenue, was the home of the father of a former New York Mayor, Daniel F. Tiemann, and our picture gives a good idea of the simplicity of this street in that period. At the corner of Madison Avenue and 23d Street was the residence of S. L. M. Barlow, an eminent lawyer of his time. The Madison Square Presbyterian Church had its first home on the corner of 24th Street. On the corner opposite stood the old brownstone dwelling of Catherine Lorillard Wolfe.

The Little Church Around the Corner, on 29th Street near Fifth Avenue

When the Wolfe property was sold, an exchange was negotiated by which the church abandoned its old site and moved to the northern corner. This church was famed for its architectural beauty, and was considered the finest, as it was the last, example of the work of Stanford White. The building was sold to a publishing house in Hartford, Conn., and the church united with the first First Presbyterian on Fifth Avenue and 11th Street. The crusades against commercialized vice, personally conducted by the valiant minister of this church. Dr. Charles H. Parkhurst, will be remembered by many of our readers.

Early in 1868 the Union League Club moved into the house originally built by Leonard Jerome at the corner of Madison Avenue and 26th Street. Afterward this building was occupied by the University Club and today it is the home of the Manhattan Club, the early history of which has been recorded elsewhere.

It has often been observed that Madison Square is preeminently the center of statues of eminent men, executed by eminent sculptors. The bronze figure of William H. Seward is the work of Randolph Rogers. At the southeast corner of the Square is the statue of Roscoe Conkling, by J. Q. A. Ward. Mention should also be made of the drinking fountain by Emma Stebbins, presented to the city by Catherine Lorillard Wolfe, and the statue of Chester A. Arthur, created by Bissell. A figure which has attracted even wider attention is the Farragut statue, designed by Augustus Saint Gaudens, in collaboration with Stanford White. This monument is one of the rare examples of public memorials in which the base has been considered an integral element in the fashioning of an artistic ensemble. The Admiral is shown in his uniform, marine glasses in hand. The granite pedestal is semicircular with two female figures in low relief against the central pillar. When

the memorial was presented to the city (due chiefly to the initiative of Moses H. Grinnell) the statue was unveiled by John H. Knowles, the sailor who lashed Farragut to the mast in the battle of Mobile Bay. Joseph H. Choate delivered the oration of this occasion, May 25, 1881.

The pedestal of this monument bears the following inscription:

DAVID GLASGOW FARRAGUT

That the memory of a daring and sagacious commander and a gentle, great-souled man, whose life from childhood was given to his country, but who served her supremely in the war for the Union, may be preserved and honored, and that they who come after him and will owe him so much may see him as he was seen by friend and foe, his countrymen have set up this monument.

A. D. MDCCCLXXXI

When the early uptown movement began, the new Clubland of upper Fifth Avenue commenced at 27th Street's northeast corner, where was situated the Reform Club (Democratic), devoted to the cause of Tariff Reform and Sound Money. It had for neighbors on the corresponding corners of 29th Street and 32d Street the Calumet and Knickerbocker Clubs, respectively. Their houses were originally private dwellings of red brick, and that of the Calumet was embowered in summer with a luxuriant foliage of ivy. The Calumet was recruited largely from the long waiting-list of the Union Club. The Knickerbocker, according to an early record, "is undoubtedly our most exclusive fashionable club. Mere membership is a passport to society." It was founded in 1871 by descendants of the original settlers of New York.

Looking down 29th Street, a few doors from Fifth Avenue one glimpses a particularly interesting bit of old New York. If the "Church of the Transfiguration" were the ideal fancy of an artist, it could scarcely be more appropriate to the legend that has immortalized it as "The Little Church Around the Corner." The snug little church, the parsonage and the churchyard, reposing in old-world peacefulness amid a new-world's turmoil, present a graphic picture of the contrast of time. It is a bit of Old London set down among skyscrapers.

No history of this phase of Fifth Avenue can be complete without reference to the old-time popularity of the American trotting horses—the logical forerunner of the Horse Show, referred to in a later paragraph. Commodore Vanderbilt, and later his son, William H. Vanderbilt; Robert Bonner; Frank Work; General Grant; Leonard Jerome; William Rockefeller, and many other enthusiasts being familiar figures on the Avenue.

A social activity that annually stirred Fifth Avenue to almost carnival pitch was the Horse Show at the Garden. This event, which was usually timed during the week preceding the opening of the opera, ushered in the fall and winter season and was signalized by a corresponding stir in fashionable shops, hotels and restaurants. Window displays along the Avenue were resplendent with the official blue and yellow colors of the Horse Show Association. Stirrups, crops, whips, and other equine paraphernalia were much in evidence decoratively. Hotels and restaurants in the neighborhood of the Garden bloomed forth gorgeous in chrysanthemums and violets, the emblematic flowers. The age of automobiles cannot

From collection J. Clarence Davies

Fifth Avenue. The old hansoms parked in front of Madison Square

conceive of the interest manifested in matters relating to the horse during this one week, learned talk about blooded stock being a favored topic of the conversation of persons, including those hitherto entirely uninformed regarding the subject. The promenade around the arena in the Garden was thronged with sightseers, not a few of whom were in those professional classes concerned in dress design and manufacture, seeking the latest "models" in the animated fashion plates in the boxes. Here came all New York to gaze on the great and near-great. Here the fourth generation of a notable family of horse-lovers—the Vanderbilts—and others of a more recent pedigree held forth in glory. But to the majority of the great crowd present the horse was of secondary importance. The newspapers devoted far more space to a description of gowns and frocks than to the ostensible business of the show—the judgment of the equine entries.

During the '80s the vogue of the trotting horse declined and gave way to English equine fashions. The four-in-hand, the tandem and the dog-cart displaced, in fashionable favor, the buggy and sulky. Attention was drawn from trotters and pacers to hackney cobs, polo ponies, hunters and other distinctively English types. The success of Mr. Pierre Lorrilard on the English turf, with his Derby winner "Iroquois," besides the victories of his "Parole," and those of Mr. James

Keene's "Foxhall," gave a stimulus to racing that filled the grandstand at Jerome Park with gaiety and fashion.

In the seventies and earlier there was a line of stages that turned into Fifth Avenue at 13th Street and stopped finally at 42d Street. These stages were gaily colored and had large pictures on each side—pictures of Swiss landscapes; Indian fights; steamboats plowing through mountains of foam; and flying trotters. Some of them were said to have been painted by Elihu Vedder, Winslow Homer, and other artists who in later years became famous.

Smart styles in the late 60's

This was also an era of hirsute adornment that has long since disappeared in favor of the clean-shaven face—a fashion that set in early in the present century. In those days, however, a good set of "Unshrinkable Whiskers," "Goatees," "Imperials," "Van Dykes," "Walruses," "Mutton Chops," "Ironsides," "Dundrearys," "Galways," "Sluggers," and many other designs, were as requisite to the man of fashion as a Prince Albert.

As for feminine fashion, this was the era of crinoline, when ladies sailed primly up and down at the promenade hour, with small waists, and enormous skirts, their tiny hats set snugly on the top of their coiled coiffures. Crinoline was the fabric that clothed them, stiff and extreme, but picturesque and elegant. Street boys on the corner sang songs derisive of this fashion and the following is quoted for its historical rather than poetic interest:

"Now crinoline is all the rage with ladies of whatever age,
A petticoat made like a cage—oh, what a ridiculous fashion!
'Tis formed of hoops and bars of steel, or tubes of air which lighter feel,
And worn by girls to look genteel—or if they've figures to conceal.
It makes the dresses stick far out, a dozen yards or so about,
And pleases both the thin and stout—oh, what a ridiculous fashion!"

An observer of manners reported that crinoline persisted because it not only covered the bodies but described the soul of the society it adorned—a society that was fussy and elegant, that rustled a little as it moved. It was split up into two camps, the old and accepted, the good, sturdy names that had helped carve the city out of nothingness—De Peyster and Van Rensselaer, Schuyler, Stuyvesant and Beekman; and the newly rich and eager, the visionary merchants of the "Sarsaparilla Townsend" breed, who were building up the vast and glittering metropolis we know today.

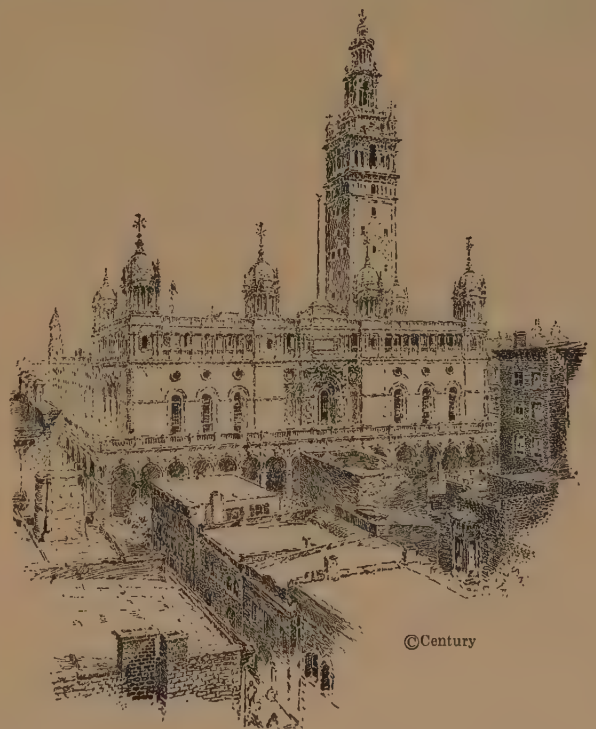
Madison Square of the eighties was a center of metropolitan life such as New York, despite its tremendous growth since, has never in its essentials reproduced. Its unique position at the crossing of the City's two greatest thoroughfares, each of a distinctive pre-eminence, served to make it the hub of their variegated activities.

Fashion, Clubdom, Finance, Sport, Politics and Retail Trade all met here at high tide. It was said that one standing long enough on Fifth Avenue at 23d Street might meet everybody in the world. Fashionable society crossed it going north and south on the Avenue. Broadway from Eighth Street north sent its steady stream up to and through 23d Street along the "Ladies' Mile," a shopping *mart de luxe*.

"Diana of the Tower"

"From Eighth Street down, the men are earning it,
From Eighth Street up, the women are spurning it;
That is the manner of this great town—
From Eighth Street up and Eighth Street down."

Viewing Madison Square from the old "flatiron" junction, the scene was Parisian in its kaleidoscopic cosmopolitan aspect. The white stone façades of the hotels that bounded the Square on the west heightened this impression. The Park at that time was thick with magnificent trees, long since vanished; well-dressed visitors, dainty children and trim nursemaids occupied the benches. Skirting it, an extended line of hansoms, four-wheelers and coupés waited to pick up fares. Your average New Yorker, however, was not addicted to this form of transportation. The rates were exorbitant and there were often disputes concerning distance, as the period was pre-taximeter. But rolling along on the Belgian block pavement were no end of private equipages of every degree of splendor—victorias, landaus, broughams, phaetons, with an occasional smart tandem or dog-cart. The "Jarveys" were mostly as correct as any to be seen in Hyde Park, but now and then a leisurely turnout appeared, driven by an ancient colored servitor —a domestic luxury that was soon to become extinct.



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View of the Garden from Fifth Avenue

The street crossing at this point of the "flatiron" was controlled by a gigantic policeman, who knew and was known by all the celebrities of the Square. He was the most colossal of the dandy "Broadway Squad," the pick of the force, all of them six feet or over. He wore a helmet, and in his white-gloved hand a little rattan stick directed the horse-drawn traffic, in the manner of a bandmaster conducting a symphony.

No other structure in the Madison Square section clusters so many interests

as the Madison Square Garden, opened officially in 1890 with a concert by Edouard Strauss, nephew of the famous "Waltz King." Its subsequent history is so varied a record of politics, sport, music, spectacle, carnival and exhibition that a separate volume would be necessary to do justice to it. The old-time New Yorker will recall that the site of the Garden was a railway terminus of the New York and Harlem Railroad, when the outgoing trains were drawn by horses through the tunnel as far north as the present Grand Central. The creamy tower of the Garden, modeled on that of the Giralda in Seville, was the joint work of Saint Gaudens and White, and the surmounting Diana is the work of the former, inspired by Houdon's Diana of the Louvre. To the student of sports, says a recent writer, "the Garden has meant the Horse Show, Dog Show, Cat Show, Poultry Show, Automobile Show, Sportsman's Show, the Cake Walk, the Six-Day Bicycle Race, or events of the prize-ring from the days of Sullivan and Mitchell to those of Willard and Moran; Buffalo Bill and his Wild West Show, or the circus, the Greatest Show on Earth, with its houris of the trapeze and the saddle, and its animals, almost as fearful and wonderful as the menagerie of adjectives that its press-agent, the renowned, or notorious, Tody Hamilton, gathered annually out of the jungles of the dictionary. Also the interior of the vast structure echoes in memory with political oratory, now thunderous and now persuasive. Through the words directed immediately at the thousands that fought their way within the walls, Presidents and candidates for President have sent ringing utterance throughout the land."

The Portico along the Madison Avenue side

The Garden Theater in the northwest corner of the structure is perhaps best remembered as the scene of the production of "Trilby," with Wilton Lackaye's striking performance of *Svengali*, and Richard Mansfield's *Baron Chevrial*, in "A Parisian Romance."

The region we have just traversed was the last stronghold of New York society of the third quarter of the nineteenth century.

This period, too, saw the passing of the dynastic system in society, as exemplified in its viceroy, Ward McAllister, who, to outward view, gave little indication of his office as the modern *arbiter elegantium*. He looked the prosperous man of business. A scion of a good Southern family, he was a stickler for the traditional social graces, and, in his "*Society as I Have Found It*," modestly quotes the following anonymous tribute with a great deal of self-complacency:

The John Jacob (at 33d Street) and W. W. Astor Houses (34th Street). From photo taken during a parade, 1886

"There never was seen so fair a sight, as at Delmonico's last night,
When feathers, flowers, gems and lace adorned each lovely form and face.
A garden of all thorns bereft, the outside world behind is left.
They sat in order as if 'Burke' had sent a message by his clerk.
And by whose magic wand is this all conjured up? The height of bliss—
'Tis he, who now before you looms—the *Autocrat of Drawing Rooms.*"

The construction of the Waldorf Hotel in 1893, and the Astoria in 1897 marked the beginning of a new era in Fifth Avenue. They were built upon land originally the property of John Thompson, who in 1799 paid approximately $2,500 for the twenty acres on Fifth Avenue, from 32nd to 36th Streets. The Waldorf occupies the former site of the late John Jacob Astor's town house. It was opened in 1893. It derives the name from the little town of Waldorf, Duchy of Baden, Germany, the ancestral home of the Astor family. The Astoria covers the site of the William B. Astor town house, and was erected by Col. John Jacob Astor II. It opened in 1897. It is named after Astoria, founded in 1811 by John Jacob Astor, the first, at the mouth of the Columbia River, Oregon.

With the passing of the old Astor residences, the greatest social center New York had ever known ended, and in its place was to arise an Avenue of Commerce, unique in the annals of the world.

On opening its doors, the Waldorf announced that ladies, unescorted, were welcome guests. Within a short time the wisdom of this progressive step was

LOOKING SOUTH ON FIFTH AVENUE FROM THE BRICK PRESBYTERIAN CHURCH IN 1873

THIS excellent picture was drawn from life for *Harper's Weekly*. It is particularly interesting, as it shows the houses at that time on the east side stood quite far back from the street, allowing spacious lawns in front. Gov. E. D. Morgan's house is on the corner of 36th Street. The skating pond to which we have referred elsewhere ran along 36th Street almost to Madison Avenue. The monotony of the "brownstone fronts" is also plainly indicated in this contemporary sketch.

COVENTRY WADDELL'S VILLA, FIFTH AVENUE AND 38TH STREET, 1845

THIS quaint, gothic-looking structure was, in its day, the centre of social life in high society. Thackeray speaks of his experiences there which seem to have been unusually pleasant. The grounds extended back to Sixth Avenue, a large part of which was a hay-field. It has a direct interest for our city, as in this house, strange though it may seem, originated the idea of putting policemen in uniforms. James G. Gerard, a prominent lawyer of his day (grandfather of our late Ambassador to Germany), for some time had advocated the adoption of a distinctive dress for the "rattle watch," as constables were then called, and who were dressed for the most part like tatterdemalions. At a fancy dress ball at Waddell's he appeared in a costume that illustrated his idea—blue coat, brass buttons, helmet and club. So convincing was his demonstration that the Common Council shortly afterwards adopted the idea, which is substantially the uniform worn today. Mr. Waddell experienced reverses and the mansion was finally demolished.

A. T. Stewart's Marble Palace, Fifth Avenue, corner 34th Street, 1880. City Club at corner 35th Street. Art Gallery of Samuel P. Avery in centre

conceded and due credit given to Mrs. John Jacob Astor, who was mainly responsible for the idea. There have been many famous gatherings at the Waldorf and perhaps the Bradley Martin Ball is among the best remembered. It created a great sensation in its day and furnished food for gossip many months afterward.

About 1861 there stood at the northwest corner of 34th Street, on ground which originally was also part of the Thompson farm, the residence of Dr. "Sarsaparilla" Townsend. His house, at a reputed cost of over $100,000, was one of the sights of the City. In 1862 he sold it to Dr. G. D. Abbott, whose brother wrote the famous Rollo books. He conducted a seminary for young ladies until the building was bought by A. T. Stewart. The marble palace erected by Stewart boasted a magnificence which far eclipsed any previous building in the city For his alleged extravagance he was subjected to much severe criticism, which was tempered, however, by a recognition of the architectural grandeur of the estate. Stewart lived in his palatial home for only a few years; his widow occupied it until her death in 1886, after which the Manhattan Club leased the property. The cost of maintenance proved prohibitive and the club shortly thereafter abandoned the building. No other practical use being found for it, an end was made to the imposing pile. The Knickerbocker Trust Company succeeded to the site.

Directly opposite the old Stewart site stands an imposing rectangle occupying a full block on the Avenue from the corner of 34th to 35th Streets, back to Madison Avenue. A group of typical old New Yorkers occupied these homes. One by one they were relinquished, as that far-sighted merchant, Benjamin Altman, assembled this property, over a period from 1895 to 1904. When he purchased the first parcel, one hundred and thirty-one feet on Fifth Avenue and two hundred and one feet on 35th Street, an unusual transaction for those days, the surrounding buildings were in the following hands: No. 355 Fifth Avenue (the corner house), J. N. A. Griswold, whose stable at No. 1 East 34th Street connected with his residence. This parcel was later (1889) sold by Griswold to a famous art gallery. At No. 357 resided Edward J. King, a prominent merchant. No. 359 was acquired by Frank L. Wing for the purpose of establishing a piano business. The adjoining house at 361 was occupied by Julia Chadwick, the wife of a noted collector of antiques and manuscripts relating to old New York.

Dr. Townsend's residence, corner 5th Avenue and 34th Street, which preceded the Stewart mansion

The homes on the Madison Avenue side of this rectangle recall many familiar names. No. 190 was occupied by the Delano family; 192 to 198 were owned by W. W. Astor. No. 188 belonged to a remarkable character—Margaret A. Howard, dressmaker extraordinary to the "four hundred" of that time. Nos. 1, 3 and 5 East 34th Street belonged to the J. W. Beekman family, while No. 11 belonged to Henry Astor Cary.

Fifth Avenue from 35th to 36th Streets, on both the west and the east sides, was originally part of the common land of the City of New York. In 1897 the City Club occupied the northwest corner; eleven years later Thomas R. Ball leased the property from James R. Roosevelt, Jr. and Helen Roosevelt Robinson, and erected thereon the present building.

The southwest corner of 36th Street and Fifth Avenue was, in 1827, part of the farm of Dr. Samuel Nicoll. In 1881 it was purchased by John Jacob

East side of Fifth Avenue, 34th and 35th Streets, 1904, part of square block which is assessed today (1924) at approximately fourteen millions of dollars, ranking as one of the most valuable blocks in the entire city

Astor and twenty-four years later a noted firm of silversmiths erected on this property a building designed by Stanford White. The name of this great architect appears frequently in the course of this history—which is justified, we believe, by the fact that his creative scope included all types of architecture—from the palatial home to the superb commercial structures of our day.

From 1879 to 1884 the southwest corner of Fifth Avenue and 35th Street was the site of a residence belonging to the John Caswell estate. This area was a part of what was, in the middle of the 19th Century, a typical rural roadway, which emerged out of the rut at 28th Street, and cut into Fifth Avenue below 41st Street. Designated on maps as the Middle Road, it was the easterly limit of the Thompson farm.

The entire block on the west side of Fifth Avenue from 37th to 38th Street was, in 1845, the suburban mansion and grounds of William Coventry Waddell, a close friend of President Andrew Jackson and financial advisor to his Administration. This villa, for which Waddell paid $9,150, was at the time one of the most talked of structures of the day. The grounds were divided into walks, lined with hedges and vine-covered walls. The house was of yellowish-gray stucco, Gothic in treatment, and a winding staircase ascended from the broad marble hall to one of its numerous turrets, from which a sweeping view of the surrounding country

CROTON COTTAGE, FIFTH AVENUE AND 40TH STREET, 1850

IN the years following the opening of the Aqueduct it was made the end of the afternoon drive from St. John's Park, Second Avenue and other fashionable sections, and Croton Cottage provided ice cream and other refreshments. It also had a curious "maze" in its garden which greatly interested the country visitor. It was destroyed by fire during the draft riots. The site was afterward purchased by William H. Vanderbilt, who erected the first residence of that family on the Avenue.

was obtained. The remoteness of this location from the heart of the city is evidenced by the fact that a wheat field covered most of the land toward Sixth Avenue.

The Governor E. D. Morgan house, which stood at the corner of 37th Street, was set back from the street and had quite a rural appearance. A garden extended nearly half way down the block on the 37th Street side, and in winter it was flooded and provided a private skating rink for the governor and his friends. This was one of the few blocks that retained its rural aspect long after business and residences had absorbed every vacant foot of land remaining. The 38th Street corner was also covered with brilliant flowers and foliage, but this was the greenhouse of a prominent florist, and not a product of nature.

At the corner of 38th Street lived Austin Corbin, president of the Long Island Railroad and founder of the original Coney Island, when the two hotels, Manhattan Beach and Oriental, with Levy the cornetist, Gilmore's band and Paine's fireworks, drew nightly throngs to this famous resort. On the East side, between 38th and 39th Streets, were private residences occupied in 1880 by Thomas Terry, John R. Harris, William Post, George W. Pell, E. H. Langdon, Dr. N. R. Mosely, Richard M. Pell, Mrs. Suydam, Josiah Howes Burton; between 39th and 40th dwelt Lawrence Kip, Dr. Isaac L. Kip, Robert B. Clark.

At 386 Fifth Avenue was the St. Nicholas Club, interested in the preservation of information concerning the early Dutch settlers of New York.

On the northeast corner of 39th Street stands, as it has stood since 1881, the home of the Union League Club, founded in 1863 "to discountenance disloyalty to the United States, and for the promotion of good government and the elevation of American Citizenship." Its dinners to distinguished men, such as President Grant, President Arthur and General Sherman, are memorable. Among its presidents of nation-wide fame have been Hamilton Fish, William M. Evarts, Joseph H. Choate, Elihu Root, Chauncey M. Depew and Horace M. Porter. The imposing group of portraits of Union leaders in the gallery of this club serves to accentuate its former outstanding service to the country.

A four-story brick dwelling-house, built in 1856 in the severest simplicity, stands on the northwest corner of Fifth Avenue and 39th Street. It was the home of John Gottlieb Wendel and his three elderly sisters. The Wendel fortune was bound up with that of the original John Jacob Astor. The first John G. Wendel was a partner in the fur business with the first John Jacob Astor in a little house that stood on Maiden Lane.

The earliest history of this section of the Avenue boasts an important episode of the Revolutionary War. The Continental troops had been routed at the foot of East 34th Street. On Sunday, September 15, 1776, in the house of the Quaker, Robert Murray, "Inclenberg," on 37th Street east of Fifth Avenue, the British officers were entertained by Mrs. Murray long enough to enable Washington and Putnam to rally their troops and conduct them in safety to Harlem Heights.

In 1804, Lindley Murray, author of the famous grammar, a son of the Murray of this episode, bought for $5,000 the strip of five acres between 35th and 37th Streets and built a square dwelling-house directly in line with Fifth Avenue from

Fifth Avenue between 38th and 39th Streets, west side, about 1880

36th to 37th Street. The house was set in the midst of a garden, screened from the road by plentiful trees, while a gentle brook fringed the spacious grounds. Directly opposite on the East side was the Bloomingdale farm, the country residence of John Taylor, great grandfather of Mrs. Robert W. De Forest. It comprised about thirty acres and went back to Sixth Avenue to the Bloomingdale farm. Mr. Taylor sold this parcel for $50,000. Today it is worth that many millions.

The land beyond this point was not settled until 1854, when a tavern known as "Croton Cottage" dispensed refreshments at the southeast corner of 40th Street and Fifth Avenue. The two acres adjacent to the cottage housed an attraction called "Maize Garden," opened July 1, 1853. This was a labyrinth modeled on the one in Hampton Court in the reign of William III.

In 1863 the cottage was burned during the draft riots; three years later William H. Vanderbilt acquired this land for $80,000 and built his first Fifth Avenue home upon it; later it was given to his son Frederick W. Vanderbilt. It was within the present decade that the building was torn down to make way for the move uptown of one of New York's oldest business establishments.

The old Croton Aqueduct—the most famous Metropolitan structure of its time—extended from 40th to 42d Street, on the land now occupied by the imposing building of the New York Public Library.

The year 1842 marked what was perhaps the greatest forward stride in the city's history—the general introduction of running water—and yet Chauncey M. Depew was seven years old before that stupendous improvement was accomplished. It is only by such a striking statement that the average man can appreciate the meteoric and astounding growth of New York. When the reservoir was first completed it had a spacious promenade all around the top of the walls upon which gay and animated groups constantly gathered. Old letters speak of the delightful scene at night, with the moonlight dancing on the water. In the daytime, charming views of Long Island, the distant hills of Westchester, and the lordly heights of the Palisades provided a fascinating panorama. It was

Fifth Avenue looking south from about end of Robert Lenox's farm ("My farm at the five mile stone, 67th to 74th Street") 1858. The dirt road in middle left is the Avenue

certainly a delightful spot and for years marked the end of the afternoon drive by the fashionables from St. John's Park, Stuyvesant Square and Bond Street. A more than antiquarian interest attached to the imposing celebration held by the city to mark the completion of this gigantic engineering feat by the fact that the temperance organizations in the year 1840 were so strong, even then, that no wine or spirits of any kind were offered to the invited guests at the banquet—nothing but Croton Water.

The first seminary for the higher education for young ladies in New York—Rutgers Female College—moved, in 1860, to a row of buildings known as "the House of Mansions," located opposite the reservoir on Fifth Avenue, between 41st and 42d Streets.

Upon the land immediately west of the Croton Reservoir was constructed the Crystal Palace, an imitation of its famous prototype in London. It was opened by President Franklin Pierce on July 4, 1853, with an international exhibition of the arts and industries of all nations. It burned down in 1858, a few months after it had been the scene of an ovation to Cyrus W. Field upon the successful completion of the Atlantic cable. No mention can be made of the Crystal Palace without reference to its first president, the celebrated P. T. Barnum, who resided at 438 Fifth Avenue. A picturesque figure, his originality was often

Bloomingdale Farm. Country residence of John Taylor Johnston, Fifth Avenue and 40th Street, 1840

mistaken for buffoonery. Yet Mr. Barnum was a man of integrity and great business sagacity. He is still remembered by many New Yorkers, and always rode at the head of his great circus in Madison Square Garden. In 1862 the site of the Crystal Palace was used as an encampment for Union troops; nine years later it was laid out into what was known as "Reservoir Park," and in 1884 the name was changed to Bryant Park.

Opposite the Crystal Palace was the Latting observatory, three hundred and fifty feet high, commanding from the summit a unique view of New York and its environment. At each landing there were telescopes and maps. In 1856 it was destroyed by fire. On another page we print a view of the Avenue taken from this structure.

North of 42d Street is shown, more dramatically, perhaps, than in any other section, the startling changes that have occurred. This development becomes graphic when we recall that late as 1840 the land on the east side of Fifth Avenue from 44th to 46th Street was a cattle yard. The 42d Street corner of this land was the residence of former Vice-President Levi P. Morton, and later (in 1899) it became the Hamilton Hotel. A predecessor of Governor Morton—Governor Roswell P. Flower—lived at No. 597 Fifth Avenue. The house at No. 511 Fifth Avenue was at one time the residence of "Boss Bill" Tweed. Contrary to the general belief, it was not from this address that he made his escape to Spain, after his arrest for robbing the city. He fled in May, 1875, was extradited the same year and died in Ludlow Street jail two years later.

Courtesy Mr. Robert Fridenberg.

The Crystal Palace in Bryant Park, just back of the Croton Reservoir, in 1885. This gives an excellent view of the city south of 42d Street at that period

The section we are describing was the scene of the one and only riot that ever occurred on Fifth Avenue. Congress had passed the conscription law of 1863. It proved so unpopular that within two days of its promulgation the objectors organized the riff-raff of the city. The mob set fire to a building on West 42d Street, worked its way east, setting fire to Bull's Head Hotel at 44th Street, and to the Croton Cottage. Stores were plundered and people were killed. But perhaps the most brutal episode was the attack on the Colored Orphan Asylum which stood on the west side of Fifth Avenue, between 44th and 45th Streets. The building was pillaged and burned to the ground. Fortunately the children had been hurried into safety. The riot was finally quelled by troops under General Wood and General Sanford.

Reposing peacefully at the southeast corner of Fifth Avenue and 44th Street stood a little frame cottage, "Ye Olde Willow Tree Inn." At one time it was managed by a famous pugilist of his day, Tom Hyer. The corner which in 1853 sold for $8,500 rose in value so rapidly as to become a classic instance of the transformation of values in this section. Fifty-two years later it was held at two million dollars.

Where Delmonico's stood until recently, the northeast corner of 44th Street

Collection J. Clarence Davies

FIFTH AVENUE AND 59TH STREET, 1863, SITE OF A FAMOUS FASHIONABLE PRIVATE SKATING CLUB

THIS pastime in the '60s and '70s enjoyed a measure of popularity unknown to the present generation. Mr. Irving Brokaw, in "Skating in Old New York," gives the following lists of private ponds along Fifth Avenue alone:

A sizable pond between 37th and 38th Streets; Beekman's Pond between 59th Street and 60th Street; Alexander McMillan's at 46th Street, site of Windsor Hotel; the New York Skating Club at 59th Street, site of Plaza, and later (1864) corner Fifth Avenue and 72d Street.

"The patronage of all these private skating ponds," says Mr. Brokaw, "consisted of the most fashionable people in the City. It was the custom for the elite to drive the sleighs close to the side of the pond and watch the work of the experts."

"When I read the winter sports the inhabitants of New York enjoyed fifty or sixty years ago I sometimes wish I had been of the former generation. The idea of a skating club privilege, to have a hundred days of outdoor skating in one season and that on ponds located in the heart of the city, makes us skaters envious indeed."

The emblem on the flag is a life preserver. In early days (1849) they were called "Skating and Humane Clubs," the "humane" part consisting of reels of rope and life preservers to save life on frozen lakes and rivers. But the paucity of claimants for their services turned the apparatus into a badge of membership. From left to right, names of the gentlemen shown in this rare photograph: Silas D. Benson, E. B. Cook, H. C. Mecklen, O. G. Brady, E. Miller, William Ward, James Mead, E. C. Burr, John Creighton, J. S. Hiscox, A. J. Dupignac (on bicycle), Chase W. Jenkins, Joseph Egbert, Robert Edwards, Dr. J. A. Dickson, Edwin Egbert, Andrew MacMillan, J. Bilger, Hugh Mitchell and Dr. Railton.

"Ye Olde Willow Cottage," Fifth Avenue and 44th Street

As late as 1905 this quaint old reminder of the Cattle Market at 44th Street, with the solitary tree from which it derived its name, was a familiar landmark on the Avenue. During the draft riots, in which the Colored Orphan Asylum was burned, this cottage became a sort of headquarters for the rioters. When the old inn was finally removed to make room for an office building the original cost of the site had risen from $8,500 to $2,000,000. At one time it was conducted by Tom Hyer, a famous old-time pugilist.

From an old print issued by Dr. Gardner

FIFTH AVENUE NEAR ST. PATRICK'S CATHEDRAL, ABOUT 1876

SHOWING Dr. Gardner's private school for young ladies—carriage in front. The vacant space beyond afterward built upon by the Vanderbilts. Some liberties have been taken with the drawing of St. Patrick's Cathedral, as the spires were not then completed.

was occupied by the original "Allerton" Hotel, now expanded into a number of "Allertons." This hotel was discontinued when the cattle yards were moved to Eleventh Avenue and the property was bought by John H. Sherwood to build the "Sherwood House," in its time a prominent family hotel. Sherwood played an important part in the development of upper Fifth Avenue as a residential part of the city. He was one of the founders of the Fifth Avenue Bank, which was organized in October, 1875.

Standing majestically as a proof of the survival of spiritual values is the Temple Emanu-el, on the east side of Fifth Avenue above 43d Street, built in 1868. It is a worthy example of Moorish architecture designed by Leopold Eidlitz. Another notable synagogue, farther north, is the Temple Beth-el, which was completed in 1891 and represents a congregation which dates back to 1826.

The famous Sherry's at 44th Street was the result of a demand for a more convenient social center than that afforded by Delmonico's which, in the 90's, was at 26th Street. Sherry's establishment became the scene of some of the most brilliant society functions of the early twentieth century. A pretty, embowered terrace, containing tables and chairs in front of the building, provided quite a Parisian atmosphere. This very charming effect, which was a feature of the old days on the Avenue, was destroyed by the discovery of an old law which revealed that the stoop line had been merely loaned, and not granted. The pressure for more width demolished all these outdoor gardens—the Union League, the Waldorf and numerous private residences being shorn of this bit of picturesque color and gaiety.

Intertwined with the social history of Fifth Avenue is the name of Thomas Buchanan, who was one of the substantial holders of real estate on Fifth Avenue in the early years of the nineteenth century. Between 1803 and 1807 he bought fifty-five acres on the east side of Fifth Avenue, extending from 45th to 48th Street, for $7,537. He died in 1815, leaving his estate to a widow and eight children. Two daughters married into the Goelet family, which thus inherited much of their Fifth Avenue holdings. A part of this property is now occupied by the Church of the Heavenly Rest, justly noted for its wood carving and stained-glass windows.

At a much later time this particular section of the Avenue, for about a mile, was the favorite scene of the Church Parade. A score or two of religious edifices are within a short radius, and on Sundays this part of the Avenue presented a scene of great beauty and animation. The famous Easter Parade, however, was more than a mere promenade to and from church. It was an annual fashion show, and the Easter Monday newspapers always devoted several columns to the description of the costumes worn by the celebrities, which were quoted in the press throughout the country. The immense throng that comprised this outpouring was not alone of the upper ten thousand—hundreds came from distant points, augmenting those from the humbler neighborhoods, who mingled bravely for the moment with the "smart set." The modes of Division Street vied with the creations of the Avenue's most exclusive

Windsor Arcade, a site of Windsor Hotel, 1895

Around the corner from the Avenue at Forty-second Street is the New York Central Terminal. This shows how the station looked in '53. Note the small wooden station and the carry-all waiting for passengers, also the wood-burning locomotive. The Colored Orphan Asylum at Fifth Avenue and 44th Street is the large building in center

milliners. Preparations for this vernal blooming were begun weeks before, and bitter was the disappointment if this day were bleak and cloudy. There were no sport clothes, nor Sunday golf or baseball, but everything of the utmost decorum—gentlemen in silk 'toppers,' ladies in latest Parisian modes—conservative but absolutely correct

Along with club life on the Avenue came also hotel life. The one that will be recalled first by our oldest residents is undoubtedly the Windsor. In its day it was a wonder and its tragic end cast a gloom over the city that remained for many days. It was built in 1873, and was the superlative expression in hotels of its time. Its interior was embellished with magnificent woodwork, an incident not entirely unconnected with its latter end. Its register contained the names of notables and aristocrats the world over. It superseded the Fifth Avenue Hotel as the uptown center of finance, largely owing to the proximity of Jay Gould's residence on the northeast corner of 47th Street. Gould frequented the hotel evenings, and clusters of financiers—Russell Sage, James R. Keene, H. M. Flagler, Washington Connor, F. Work and W. H. Vanderbilt—might have been seen there in his company. President McKinley made the hotel his New York stopping-place and it had special telephone connections with Washington for his benefit. As a bachelor, Andrew Carnegie lived there for years. The fire on the afternoon of March 17, 1899, which cost the lives of over a score of guests and inmates, including the family of the proprietor, Lalance, was remarkable for the rapidity with which the

flames progressed. A serious delay in the arrival of the Fire Department was attributed, by the officials of that department, to the blocking of the Avenue by St. Patrick's Parade. Aside from that, however, the catastrophe was a grim comment on the flimsiness of practically every hotel of the Windsor's early period and led to construction changes of the first importance.

Courtesy J. Clarence Davies
Lillian Russell takes a stroll along the Avenue in the '90s

But perhaps the most romantic section on the Avenue is the Columbia leaseholds. The twenty acres of ground comprised in this territory—from 47th to 51st Street, from Fifth to Sixth Avenue—was bought from the city by Dr. David Hosack of Columbia College in 1801 for an average price of $180 per lot. He established there what is known as the Elgin Botanical Gardens, opened in 1804. In 1806 it contained two thousand species of plants, with one spacious greenhouse and two hot-houses. This area was purchased from Dr. Hosack in 1814 by the Legislature, the State in turn deeding the land to Columbia College, to replace land granted long before and lost when Vermont (in which it lay) became a State. Columbia University holds this property, which is assessed today at thirty million dollars, and it has largely contributed to the great wealth of the college. Dr. Hosack was a distinguished figure in the city's early history and actively interested in public affairs. He was a prime mover in the foundation of Bellevue Hospital, and one of the physicians who attended Hamilton after his fatal duel with Burr.

A memory of the Old Dutch times survives in the Fifth Avenue Collegiate Church, corner of 48th Street. This Dutch Reformed Church was dedicated in 1872 and now stands on part of the Elgin Garden site. A bell, cast in Amsterdam in 1731, hangs in the tower. Originally it hung in the Middle Dutch Church on Nassau Street, and legend has it that it was taken down and hidden while the British held New York. Of course, when Peter Minuit, Director-General of the New Netherlands, in 1628 organized this church, he did not call it the Fifth Avenue Collegiate, nor did he dream of building it here, where the Indians would have seriously interfered with the services. The congregation that worships here is the rightful successor of that which nearly three hundred years ago used to meet in its primitive building, now downtown at Old Slip.

In 1868 a small, three-story farmhouse and outbuildings occupied the center of the block on the west side of Fifth Avenue between 51st and 52d Streets. It was originally the Beinhauer farm and later became a vegetable garden maintained by Isaiah Keyser, who catered to the residents along lower Fifth Avenue. This block is now occupied by the Vanderbilt "twin mansions," so called because of their similarity in design. William H. Vanderbilt built them in 1882.

From the original painting by J. J. Sawyer. By permission of Mr. and Mrs. Francis A. Lester, Newark, N. J.

SITE OF THE VANDERBILT TWIN HOUSES

THE first Vanderbilt house on Fifth Avenue was built on the corner of 40th Street by Wm. H. Vanderbilt. The "Commodore," founder of the family fortune, never got farther uptown than Washington Place, where he had a yard spacious enough for a small circus ring, on which to exercise his horses and enable his children to practice horseback riding. The Commodore was a familiar figure behind a pair of spanking trotters, a taste which was shared by his son, Wm. H., and his grandson, William K.

After leaving 40th Street Wm. H. took possession of the town houses between 51st and 52d Streets, which, at the time of their erection, were the wonder of the day. Open spaces extended North on both sides of the Avenue almost to the Park. The rapid growth of the Avenue is aptly illustrated in the rural setting of the Beinhauer farm, which is the site as it appeared when the town houses were started.

Fifth Avenue between 47th and 51st Streets. Elgin Botanic Gardens, about 1825

The Buckingham Hotel, built in 1877, and the Democratic Club for many years stood on part of the land donated by the city in 1827 to the New York Institute for the Instruction of the Deaf and Dumb. The workshops of this asylum were noted for their efficiency before the modern era of vocational guidance set in.

The Buckingham made the first attempt to attract private families to a hotel so far north. Its initial pamphlet naively remarks: "There is no noise, no confusion of porters or waiters, no loungers or patrons of the bar, who are not guests of the house. No attempt is made at mere display. The 'Steamboat style' is nowhere visible. Single rooms, Eastlike style, $7.00 per week."

The architecture of Fifth Avenue above 50th Street in the early '80's broke away from the brownstone tradition. The revolutionary experiment of William K. Vanderbilt through his French chateau erected at 52d Street, marked a brilliant contrast which was followed in type with the addition of a park and porte-cochère in the Cornelius Vanderbilt house at 58th Street. These were the costliest residences that had until then been built in New York. The keynote struck by this French transplantation marked the style of residential architecture on Fifth Avenue for the next score of years, and has only recently been superseded by a return to the Georgian, as expressed in the Carnegie, Frick and other notable houses. In

St. Patrick's Cathedral, showing part of Roman Catholic Orphan Home on site now occupied by Union Club

the new business buildings some classic Old World structures have been almost wholly reproduced to the great advantage of the Avenue as a whole.

St. Patrick's Cathedral, 50th to 51st Street, stands on what was once part of the Common Lands of the city. Archbishop Hughes planned the idea and James Renwick, Jr., who designed Grace Church, was the architect. The corner-stone was laid on August 15, 1858. Archbishop Hughes died in 1864, but his work was carried on by Cardinal McCloskey, Archbishop Corrigan and Cardinal Farley. After years of effort to obtain the means to build this magnificent edifice, ultimately costing $4,000,000, the Cathedral was formallv opened

and blessed on May 25, 1879, and consecrated October 5, 1910. Just north of the Cathedral stood the Roman Catholic Orphan Asylum, the history of which goes back to 1817. Its Fifth Avenue home was occupied in 1852. The Union Club at 51st Street stands on ground once part of the asylum's site.

St. Thomas' Church on the northwest corner of 53d Street, a fine example of Gothic architecture, was rebuilt after its predecessor on the site had been burned in 1906. On the west side, between 54th and 55th Streets, occupying the entire block, stood St. Luke's Hospital, one of the landmarks of the Avenue since 1858. This is now the site of the University Club. St. Luke's Hospital was opened with three nurses and nine patients. It is now located above the new St. John's Cathedral, on Morningside Heights.

For fifty years the Fifth Avenue Presbyterian Church has stood at the northwest corner of Fifth Avenue and 55th Street.

The block between 57th and 58th Streets, on the east side of the Avenue, was built upon in 1871 by Mary Mason Jones, daughter of John Mason, a former president of the Chemical Bank, from whom she inherited the site. It was long known as "Marble Row." In 1825 Mason bought this tract for $1,500. In erecting the "Marble Row" Mrs. Jones introduced French tendencies in architecture, which finally marked the passing of the "brownstone fronts" as a fashion. She herself lived on the 57th Street corner; later her home was occupied by Mrs. Paran Stevens. The transition of the houses on "Marble Row" into business buildings may be summed up as the refinement of homes giving way to the refinement of service. The new business enterprises respect the spirit of the old walls.

The hotels grouped at the 59th Street dividing line were once rocky knolls. Even after the Civil War, shallow ponds remained as vestiges of the brook which originally flowed down 59th Street.

But the section above 59th Street was not always the center of wealth. At one time the territory clear to Mt. Morris Park was invaded by more than five thousand "wastrels," and was known as "Shantytown," and its queer inhabitants as "Squatters." (See illustration on page 17.)

In this connection it must be remembered that the lighting of Fifth Avenue was an important factor in this northward growth. In 1847 gas was used only as far as 18th Street; in 1850 it was extended as far as 30th Street; and about 1870 it was carried as far as 59th Street.

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Bronze traffic signal tower at 42d Street and Fifth Avenue. Unveiled December 18, 1922. Designed by Joseph H. Freedlander and presented by the Fifth Avenue Association, Inc., to the City of New York along with six other towers of similar design. Total cost of towers approximately, $125,000

© Hamilton, Maxwell, Inc.

Panoramic view of the Fifth Avenue section, comprising Fifth Avenue from Washington Square to 110th Street; Madison, Park, Fourth Avenues and intersecting streets—the area protected through the activities of The Fifth Avenue Association.

Fifth Avenue To-day

By
WILLIAM J. PEDRICK,
IN COLLABORATION WITH FREDERICK N. SARD

"I can not play upon any stringed instrument; but I can tell you how of a little village to make a great and glorious city."
THEMISTOCLES

History is change; we wish to measure the change. For us, there is an apparent choice of units with which to do so. The progress from one generation to another may be estimated in any of several valuations: that of the artist, that of the student of society, that of the economist. And each description, though it seems to differ from the others, will be concerned with the same thing—will be telling the same story.

To Fifth Avenue, one hundred years brought a new world of commerce, a new type of architecture, a vastly varied population. These are not separate facts—there is only one fact: Fifth Avenue has grown. Of this growth a table of realty values is only seemingly a one-sided index; actually it is the final test.

The earliest recorded assessment of real estate on Fifth Avenue occurs in the year 1826, when the section from Washington Arch to 13th Street was valued by the authorities at $14,600.

Our readers will appreciate the importance of presenting for the first time a comparative table of realty values in the Fifth Avenue section from 1826 to 1924.

A Century of Realty Values

District	Date	Value in Dollars	1924 Value	Exempt 1924
FIFTH AVENUE				
Arch to 13th Street	1826	14,600	8,128,000	1,167,000
13th to 23d Street	1836	405,000	29,541,500	
23d to 34th Street	1838	246,500	61,947,000	1,000,000
34th to 40th Street	1838	138,800	71,802,000	2,390,000
40th to 86th Street	1841	397,000	259,611,000	53,250,000
86th to 110th Street	1841	173,000	22,287,000	11,613,000
MADISON AVENUE				
23d to 40th Street	1840	112,300	59,462,000	1,950,000
40th to 59th Street	1864	936,000	64,064,000	1,290,000
PARK AVENUE				
34th to 40th Street	1844	33,100	10,874,000	800,000
40th to 59th Street	1855	297,510	85,746,000	3,310,000
59th to 86th Street	1855	219,000	53,104,000	16,000,000
CROSSTOWN				
Lexington Avenue or Irving Place to Sixth Avenue				
14th Street	1836	184,000	13,265,000	
23d Street	1838	158,000	25,428,000	
34th Street	1840	49,375	27,616,000	800,000
42d Street	1841	43,200	33,861,000	
57th Street	1841	15,000	26,494,000	890,000
59th Street	1841	12,000	10,409,000	155,000

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Fifth Avenue looking north from Washington Arch to 14th Street

As these figures represent tne first authentic and complete valuations, it is proper to refer to the sources of the classification, and the method pursued. The values listed have been ascertained by a study of the assessment books of the various wards, checked by field books and lot maps. The Tax Department has been followed strictly and in accordance with its practice, the New York Public Library, at 42d Street and Fifth Avenue, valued at $29,400,000, is credited to the exemption total of Fifth Avenue. The Grand Central zone, from 45th to 42d Street, and from Depew Place to Vanderbilt Avenue, is valued at $23,600,000. No distinction has been made by the Tax Department as to which part of its value has been ascribed to 42d Street; it has not, therefore, been entered. On Fifth Avenue, that section of Mt. Sinai Hospital fronting on Fifth Avenue has been added to its exemption totals, whereas those of its buildings facing on other streets have not been so credited. On Madison Avenue above 42d Street, as in many other places, the 1924 assessment had not as yet entered the newer buildings at full value, as they were in course of construction at the time our history was written.

From the criss-crossing of Indian trails and rural lanes to a stately, wide avenue, is the development of a century, in which the rate of growth has been accelerated every twenty years. With the year 1900 the Avenue turned to large scale enterprise that altered whole sections. To seize the main outlines of this growth within the limits of this narrative, it is necessary for us to rely on the bird's-eye view which only figures can give, aided by the vivid aerial photograph, reproduced on page 98. Our table of realty values tells one half the story; the other half lies in the building program which swung giant cranes skyward, loaded with steel. Building activity in the Fifth Avenue section is one of the seven wonders of twentieth century commerce. Its foundations were laid deeper than rock, for the roots of the industrial expansion of the Fifth Avenue section are the civic improvements which prepared the way.

The peak of the twenty-year development was reached in the period from 1922 to 1924, when approximately $200,000,000 was invested in the erection of every type of modern structure, amongst which were office buildings, retail establishments, apartment houses, and hotels. The effects of this enterprise are not limited to commerce or industry; we shall see later how even architecture and the arts are stimulated.

Our record is not confined to any one portion of the Fifth Avenue section. From Washington Square on the south to 110th Street on the north, and from Park Avenue to the Sixth Avenue lot line, the building drama goes on. In the story of the "Old Fifth Avenue" we chose the sentimental sequence, starting with Washington Square as the birthplace of the Avenue; in this chapter we retrace our steps along the same northward path, which commerce elected to take in the hundred years that passed.

Below 14th Street the section retains its suggestion of repose and of nineteenth century tranquillity. Perhaps it is little more than a suggestion; facts would make it altogether modern, for at the lower end of the Avenue a new and valuable apartment house center developed in the vicinity of Washington Square. It was more

than a decade ago when the first modern apartment was built in that section, in the neighborhood of 11th Street, but it is only within the period we are summarizing, 1922–1924, that it has come to the front as one of the city's most important centers for the modern type of apartment house, often called multi-family buildings. This development has changed conspicuously the sky line of Fifth Avenue south of 12th Street.

Above 14th Street the Avenue has successfully passed the difficult transition period which is treated fully later, as a chapter in civics. With the happy exodus of the garment industries away from Fifth Avenue, a new type of industry, more in harmony with the requirements and prestige of the Fifth Avenue section, has settled itself. This tendency calls for the modern office and loft building type, and has resulted in grouping wholesale offices and show-rooms with such rapidity as to help this section in acquiring a definite character. Authorities on city development believe that the healthy changes introduced in recent years will eventually eliminate the use of Fifth Avenue property in that section for manufacturing purposes. Helping this movement all along the Avenue, from 12th Street north, notable alterations were made to old buildings, bringing them up to the new standards, which replace the old needle trades with new, attractive offices.

Strengthening this trend the 34th Street corner on Madison Avenue became the focal point of the city's silk trade. Important textile interests acquired ground in that neighborhood, with plans to erect tall office buildings.

The manifold variety of business in this region is an indication of the range of interests comprised in the Fifth Avenue section. The insurance colony, for example, rubs elbows with the silk trade; shops devoted to art wares and interior decoration, rugs, and pictures for the home that delight the tourists; and as if definitely to fix this section for the insurance business, one of the leading companies will locate about Madison Square, razing for its purpose Madison Square Garden. If the famous "Diana" at the top of the garden is to go, the

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Fifth Avenue looking north from 14th Street

new building will have a tower of its own modern choosing, higher than the goddess of Greek mythology.

In the section immediately south of 42d Street the building activity involved a cost of more than $5,000,000. The vicinity of Madison Avenue became the center of notable building projects, in which the present day architecture of great, vertical masses created a new sky line. On the west side entire blocks have been converted into office buildings.

Perhaps the transformation that most captivates the imagination is that through which the Grand Central zone passed, with the erection of massive and imposing office buildings, the removal of the old elevated spur across 42d Street from the Grand Central Station to Third Avenue, and the fixing of this section as the mid-town financial center. Huge buildings present a solid phalanx of power and symmetry. The Madison Avenue widening, between 23d and 69th Streets, resulted in an extensive office building program, which is an excellent example of how closely building investment follows street improvement. From 39th Street north to 47th Street tower office and hotel buildings, and, as if to emulate the progress expressed in the new fourteen or eighteen story structures, older buildings were altered, to conform to the new era. It is properly a part of this record to state the fact that the investment in the period we are covering, for the blocks between 42d Street and 50th Street, in this section, totaled more than $10,000,000. Further north on Madison Avenue the street widening encouraged the opening of many new shops and the radical reconstruction of building fronts to conform to the new street lines. A prominent shopping and business source has been created practically over night through the patronage from the residential sections in Park Avenue, the cross streets, the Upper Fifth Avenue district, and the building of new apartments.

Several years before this history was written 45th Street was by common consent the northerly line of sound office building ventures, but in 1923 the invasion of high-class office buildings, taking in both sides of Fifth Avenue, started at 46th Street. The limit of this expansion cannot be predicted, for the reason that reported sales northward toward 57th Street indicate that the old brown-stone buildings will give way, in the near future, to the modern building program we are outlining.

It is but natural that the northward trend of building operations should have had definite influence on the rise of 57th Street to a new "boulevard of trade." Between 1922 and 1924 the building program added important industries to this street. The grouping of great piano makers on 57th Street is indeed a significant chapter in our industrial history. The original character of that street, as a center for the fine and applied arts, was enhanced by the erection of several new buildings for noted dealers in paintings and etchings. Interwoven with these trade movements came new banks and new apartment hotels.

This review, which we date with the year 1924, will impress upon us the sober truth of the saying that, "All things are in flux." On the other hand it will help us to cherish the old landmarks which remain. It is well to read our history

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Fifth Avenue looking south from Madison Square

in the light of the fact that the growth to higher standards is a direct product of civic pride, and civic pride is as efficient a check on the wrong kind of commercialism as is historical sentiment. It is part of our task, therefore, to rewrite our building story in civic terms.

In building, the investor deals with more than figures. The character of surrounding property is an important element. The character of the neighborhood in relation to civic pride and civic spirit is an important consideration. The Fifth Avenue section earned its stability because men had faith in it and fought to uphold its standards. The widening of the street, in terms of engineering, is a cold fact. In terms of communal growth it means organized thoughtfulness, regard for the future, and a vigilance which commercial interest alone is not sufficient to explain. How The Fifth Avenue Association was instrumental in organizing civic forces in the Fifth Avenue section, in behalf of industrial growth, is a separate part of our narrative. It is necessary at this stage only to point out that specific improvements have brought an immediate response in building activity, and the stimulation has quickly spread through the immediate neighborhoods. The undertone heard throughout the whole movement has been a growing realization of the stability and promise of the entire Fifth Avenue section. Men to-day believe, as a matter of business logic, that organized vigilance plays a large part in increasing business and realty values.

Pericles, the great Greek, determined upon the rebuilding of Athens as the best means of wisely distributing wealth among his people. The rebuilding of Fifth Avenue in the twentieth century is likewise a true expression of civic statesmanship.

* *

It would be a mistake to assume that the industrial transformation we have pictured was either sudden or arbitrary. In history every stage of progress is prepared by the preceding conditions. Fifth Avenue as an industrial commonwealth is not the exclusive possession of the twentieth century; nor did it introduce any discordant elements. In fact, many of the important enterprises which are doing business in the Fifth Avenue of to-day are older than Fifth Avenue itself. What happened at the close of the nineteenth century was a northward movement of trade, the end of which is not yet, as this chapter is written.

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East side of Fifth Avenue looking north from 26th Street, with bronze traffic signal tower in the foreground

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West side of Fifth Avenue looking north from 28th Street

Nineteen hundred found Fifth Avenue essentially a residential street, with intermittent shops that fringed the Mid-Victorian Union Square retail section, retaining a mellow dignity. Fifth Avenue was then a social doctrine. Most of the retail stores on Fifth Avenue were below 34th Street, the main stream of commerce being along Sixth Avenue and along Broadway.

The important publishing houses of the city were grouped in this region. In spite of migrations during the years, their establishments to-day are still either on the Avenue itself, or within the radius of the section. At the beginning of the twentieth century the stirrings of a new life were not obvious

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West side of Fifth Avenue looking north from 34th Street

© Brown Bros.

East side of Fifth Avenue looking north from 34th Street

to the contemporary observer. All Fifth Avenue was laid out with a serious tone that suggested permanence. The early pioneers of Fifth Avenue commerce transacted business in the days when life was leisurely. Fine shops devoted to women's apparel, to hosiery, and to leather goods mingled gracefully with specialists in chinaware, jewelers, and silversmiths.

Then came trade as we know it in the modern sense. It came with rapid strides, with vivid enthusiasm, and it settled on land rich in historical interest. Buildings were thrown up where once stood sleeping mansions or farm-houses, or where a brook had rippled along peacefully only a few years before. Department stores, specialists in dress, furs, linens, laces, art wares, interior decoration—all the trades that minister to the refinements of life—penetrated Fifth Avenue from 34th Street north, and laid the foundation for its retail supremacy. The first trade movement was related to the neighborhood of the Fifth Avenue Hotel at 23d Street; the second, after 1901, to the vicinity of the Waldorf-Astoria, at 34th Street.

These pioneer merchants felt such pride in their business homes that they bestowed upon them architectural beauty and dignity. The art and science of the whole world, from Greek civilization to the present, were called upon to furnish them, so that the term "commercial palace" became a symbol of the new age. They went to the classical examples of the Renaissance in Italy to celebrate the new world Renaissance in industry.

It was not an easy matter for the merchant in 1900 to feel sure of his judgment in moving northward on Fifth Avenue. Many keen New Yorkers were dubious as to the success of what was called a hazardous experiment. The price of real estate at the beginning of the twentieth century was considered well nigh prohibitive. Let it be said candidly that there was ground for this skepticism. The greater part of Fifth Avenue was still lined with old brownstones; in spite of the fact that business had encroached upon many of the lower stories, the region was still largely residential. But the decision to make the Avenue a center of industry joined to art was wise, as well as prophetic, for the very traditions which attach to its name were to become the foundation stones of its new greatness.

The notable growth of the retail establishments in the past twenty years is not a caprice of Fate. Though the normal increase in population and the general development of New York as the leading city in the world, have had their inevitable influences on our Avenue, these will not serve to define the particular quality that is embraced in the phrase "Fifth Avenue Shops." It is fair to believe that the high origin of the thoroughfare and its adjacent streets and avenues has moulded its rise to commercial eminence.

Fifth Avenue, through the concerted efforts of its merchants, has emphasized the fact that art value is in no way affected by rarity, period, age or source. Art value is determined by intrinsic quality and not by price. Fifth Avenue is the center of a group which distributes both foreign and domestic wares. Democracy for art provides a place for both. Heretofore imported goods were given the preference. Products are now judged on their merits alone. In that way Fifth Avenue has given a new impetus to Democracy in Art.

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The New York Public Library, Southwest corner of Fifth Avenue and 42d Street

The merchant pioneers nave raised the standard of democratic art, making quality products accessible to an ever larger population, so that the person of moderate means may find pleasure and satisfaction in form and color as employed in merchandise of reasonable price. Because of this emphasis on beauty in commerce and service in business, Fifth Avenue has always the aspect of an international exposition, with every country in the world represented in the display of the stores. Each great division of merchandise is exhibited with a feeling for the real ensemble, which is a vast improvement over the primitive window display methods of earlier days. Apparel and accessories; house furnishings and interior decorations and art wares combine to make an ever changing exhibit of novelty, beauty and interest. Such exposition of Fifth Avenue merchandise differs from a vast museum only in that the goods may be purchased and made a part of the lives of those who view them.

It is a significant fact that a major movement of trade is seldom in a straight line, but extends its influence into adjacent sections. This interchange of progressive tendencies characterizes the Fifth Avenue Section. Hence the growing co-operation between art and industry was not confined to any given number of blocks, nor to any single type of commercial activity. The crosstown streets and the Avenues to the east and west of Fifth Avenue all shared in the movement to bring business to a higher standard of service and beauty.

The 14th Street section has been the converging point for many of the oldest traditions of the Avenue. Its roots have survived even the radical changes which

at one time threatened to introduce a doubtful type of industry. Old Union Square cradled the first fine shops; to-day, in spite of the kaleidoscopic scene, excellent retail establishments, art shops, book stores and prominent wholesalers combine to make a modern commercial center.

The 34th Street section with its variety of industries would require a chapter in itself. This crosstown street is a central artery of the great city, spacious in width, possessing notable buildings, and specimens of fine architecture. It is an important part of the mid-town shopping and hotel district and its list of business institutions makes a shopping roster of distinction. Leading department stores and specialty shops affirm the retail importance of this thoroughfare.

The 42d Street section, little more than a deserted region at the beginning of the twentieth century, is to-day an important trunkline of The Fifth Avenue District. Retail trade and finance maintain an activity which serves further to fix the importance of the mid-town area. New banks, new hotels, new office buildings symbolize an extension of industry and have earned for this section the title of the "uptown financial district." The well organized changes brought about in the Grand Central Section have added civic as well as industrial wealth..

The most recent of the crosstown streets to contribute to the commercial expansion of the Fifth Avenue zone is 57th Street. As far back as 1888, a noted American literary critic, W. C. Brownell, reported the transformation brought about by the introduction"of a new aristocratic apartment house." He was somewhat disturbed by the proximity of the new building to a Gothic Church. However, this contrast of tradition and novelty gives these crosstown highways their unique character. Prestige was conferred upon 57th Street by the notable clubs and the civic and scientific societies grouped upon it. Later came fine specialty shops, art galleries, the salons of great piano makers, new office and banking buildings.

Measuring the importance of any commercial development is merely a matter of the right perspective. Details may emphasize certain aspects but only a summary of the aggregate of interests embraced in a given section can convey a correct valuation. If we stress figures in this review, it is because Commerce is quantitative. True, quantity is only one aspect of the situation; the forces underlying the growth we have sketched are responsive to another kind of definition.

The abridged census taken by the Fifth Avenue Association in 1924 to show the range of industrial activities in the Fifth Avenue section discloses that over one hundred distinct types of business prevailed in that year. A partial classified list follows:

Advertising, Antiques, Architects, Art Dealers, Automobiles, Banking and Finance, Book Shops, Brokers, Builders, Building Materials, Carpets and Rugs, China Ware, Chinese Goods, Cleaners and Dyers, Clothing, Commission Merchants, Confectionery, Cotton Goods, Department Stores, Dressmaking, Dress Trimmings, Druggists, Dry Goods, Electrical, Engineers, Florists, Fruits, Furniture, Furs, Gifts and Gloves, Haberdashers, Hair, Hardware, Hats, Hosiery and Underwear, Hotels and Restaurants, House Furnishings, Importers, Insurance, Interior Decorators, Jewelers, Knit Goods, Laces and Embroidery, Leather Goods,

Lighting Fixtures, Linens, Machinery, Mantels and Fireplaces, Millinery, Musical, Newspapers, Opticians, Perfumes, Photographers, Picture Frames, Printing, Professions, Publishers, Radio, Real Estate, Shoes, Silks, Specialty Shops, Sporting Goods, Tailors, Tobacco Products, Textiles, Toys, Trunks, Umbrellas, Upholstery, Veiling, Wall Paper, Women's Apparel, Woolens.

The evolution of trade represented in this summary was not a series of fortunate accidents. The eminent desirability of the Fifth Avenue section for business purposes is not determined by taste or caprice. Men make commerce; and not the reverse. The character of merchants is an important factor, equal to street advantages, physical facilities, accessibility and other purely commercial features. When men who have the common purpose to sustain the dignity of an industrial commonwealth formulate their like-mindedness into organized effort, civic planning results.

The commercial expansion which opened this century started briskly, with something of a tumult. There was not sufficient awareness for the future. After the first uncertainty as to whether Fifth Avenue could be a business street at all, it became an almost fervid intention of shopkeepers, wholesalers, and manufacturers to move into it. Fifth Avenue was a sudden industrial fetish. New buildings were hastily thrown up. There was a great increase in traffic. There was confusion.

To direct this trade expansion and to prevent permanent injury to the section, the Fifth Avenue Association was organized in 1907. Then, its main purpose was to oppose the wrong kind of commercialism and to safeguard the standards which are the heritage of Fifth Avenue. In the succeeding years it was able to create an affirmative program of civic improvement, without relaxing vigilance against destructive influences generally. The first menace it was called upon to remove was the invasion of the garment industries, in 1911, into manufacturing loft buildings, where sweatshops were hatched. The Association realized that the only means of heading off the threatened destruction of Fifth Avenue and the neighboring district lay in legislation.

The disastrous Asch Building fire, on the outskirts of lower Fifth Avenue, in 1911, presented the first opportunity to start a reform along legislative lines. In working for the State Factory Investigating Commission, the Association stood upon the sound reasoning that any restriction which would tend to keep factories out of Fifth Avenue would not only conserve property values, but would tend also to conserve the health of the workers by having them employed under better conditions.

The proposal was favorably acted upon and legislation was enacted restricting factories and factory structures, making it impossible in some cases for manufacturing establishments to exist in Fifth Avenue. To make permanent the good effect of this initial reform, a Fifth Avenue Commission was appointed in 1911 to advise and consult with the President of the Borough of Manhattan on all matters pertaining to the welfare of Fifth Avenue. The first fruit of its labor was the recommendation made that building heights be limited in Fifth Avenue, and

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West side of Fifth Avenue looking north from 42d Street

© Brown Bros.

East side of Fifth Avenue looking north from 42d Street

within a prescribed distance east and west of it, to 125 feet. In adopting this recommendation the city officials prescribed 300 feet as the distance east and west of the Avenue and a few months later the Board of Estimate and Apportionment provided for the appointment of a commission on building heights.

The movement to regulate building had by this time enlisted the support of the more important civic organizations and what was originally a defensive measure became the nucleus of a constructive program. On May 7, 1912, civic organizations and prominent citizens met in a City Plan Conference. The purpose of the gathering was educational rather than specific and helped to encourage the Building Heights Commission in an important legislative program, by which the City Charter was amended in two respects. One of these granted to the Board of Estimate and Apportionment the power to district the city by varying height and area regulation in different sections, while the other allowed the Board to district the city according to the use of property, and to restrict the location of trades and industries. Under the authority conferred by these amendments the Board of Estimate and Apportionment appointed a Commission on Building Districts and Restrictions, upon whose report, following a study of the whole subject, the new building regulations were finally adopted in July, 1916.

The work of the Association did not rest with the adoption of sound principles; it actually helped in their execution. It compiled the necessary data bearing on the problem; legal assistance was rendered, and for the first time an adequate collation was made of ordinances and laws relative to the regulation and restriction of buildings, not only in this country but abroad. The influences of this activity ramified into other than commercial aspects. The very style of architecture has been profoundly modified by the zoning legislation we have outlined. One of the provisions of the zoning law divides the City into districts in which the height of a building is fixed as a definite multiple of the width of the street. In the Fifth Avenue section there are three different "height districts"—1¼ times, 1½ times and 2 times the width of the street. This height is fixed for the cornice line. Beyond that the building may be raised by terraced floors or through a slope in the roof to a height determined by the width of the street and the area of the lot.

If, therefore, various sections of Fifth Avenue disclose varying aspects of architecture, it is more the result of civic legislation than artistic temperament. From a study of the buildings along the Avenue, adjacent avenues and side streets, one might construct several histories, which would give not only an approximate account of business development, but a congealed record of building regulation. We do not mean to deny the intrinsic tendency of architecture in this country, which demands that the architect design masses of bulk never before dreamed of, turning to monolithic construction. Not only must he design the shell of buildings; he must handle entire blocks in his construction. Thus the business buildings of today embody a change in the perspective of beauty. Before the twentieth century the ideal was European, a more or less systematic collection of curves. The new buildings are entirely American, substituting the straight line for the arc.

© Brown Bros. *West Side of Fifth Avenue looking north from 50th Street*

The zoning law reviewed in this chapter encourages a pyramidal or cone shape above the cornice line, and thus eliminates the large boxlike buildings that threatened for a time to mar the Avenue's skylines. The buildings of the new Fifth Avenue recede gracefully from the cornice line, and the architect is encouraged to give special thought to the street elevation. This development of light steel construction and terraced roofs, together with the further zoning provision which permits the erection of a tower on 25 per cent of the lot area, has resulted in a loftiness and lightness astonishing to anyone accustomed to the buildings of the last generation.

The civic activity of the Association was not limited to the important problem of building and zoning. Better lighting, repaving, the improvement of sidewalk bridges and other temporary structures, improved street-cleaning methods, were some of the immediate concerns which were made an integral part of its work. In 1917 it succeeded in obtaining an ordinance eliminating the construction of projecting and illuminated signs. With its building fronts disfigured by huge advertising devices, Fifth Avenue would be devoid of beauty and lacking in dignity. No sooner had the first few ungainly signs been erected than the Association sensed

the danger which would result from their multiplication, and it secured the passage of the ordinance that has since been extended to other streets in the Fifth Avenue section with equally beneficial results.

One of the most difficult situations confronted in this work of sectional planning was the traffic congestion which was the direct result of the vast increase in the number of automobiles, inaugurated during the twentieth century. Of all the methods of amelioration, the system of signal control upon the Avenue was believed to be the most practical. When the City of New York decided upon the permanent regulation of traffic through signal towers on Fifth Avenue, the Fifth Avenue Association in 1922 proceeded with its plan to secure a type of tower structure that would be distinctive and in harmony with the Avenue's architectural aspect. On December 18th of that year, in the presence of officials of the Government and before a throng of spectators, the first of seven new bronze towers of a design selected in international competition was unveiled and presented by the Fifth Avenue Association to the City of New York, the Mayor of the City accepting the same in its behalf. Soon thereafter the remaining six towers were similarly presented to and accepted by the City of New York and placed in operation, completing the tower system of traffic regulation north from Washington Square to 57th Street. The new traffic towers, of a subdued elegance, were constructed at an approximate cost of $125,000, and presented to the city as a result of the contributions of hundreds of public-spirited citizens and business houses.

As an additional measure in solving the problem of traffic regulation, the Association, through its continued campaign for street widening and street improvements, helped to bring about in the Fifth Avenue section the addition of 148,777 square feet of traffic space during 1923, and 141,612 feet during 1924, through the narrowing of sidewalks, the space being added to the roadways.

If there is a moral to be drawn from this shaping of the new Fifth Avenue, its planned beauty, its unequaled business and realty value, its balance between art and industry, it is that every community is the builder of its own character and the creator of its own values. A governing administration cannot designate the type of business and business development, it cannot introduce new legislation or amend the old, without the organized consensus of its mercantile and industrial interests coupled with the co-operation and support of city authorities. If we have stressed, somewhat in detail, the sequence of principles and methods enforced by the work of the Fifth Avenue Association, we have done so to trace a valid experience in community development.

At this point in our story it is well to review those possessions of Fifth Avenue which no industrial development can mar or displace. In 1918, during the World War, Fifth Avenue was designated as the "Avenue of the Allies," and on it assembled in solemn splendid parade the forces of Democracy from every clime. Fifth Avenue made war history when at a luncheon tendered by the Fifth Avenue Association Liberty Bonds totaling $52,000,000 were sold in forty-five minutes. The spirit of this period is beautifully preserved in the "eternal light" which was

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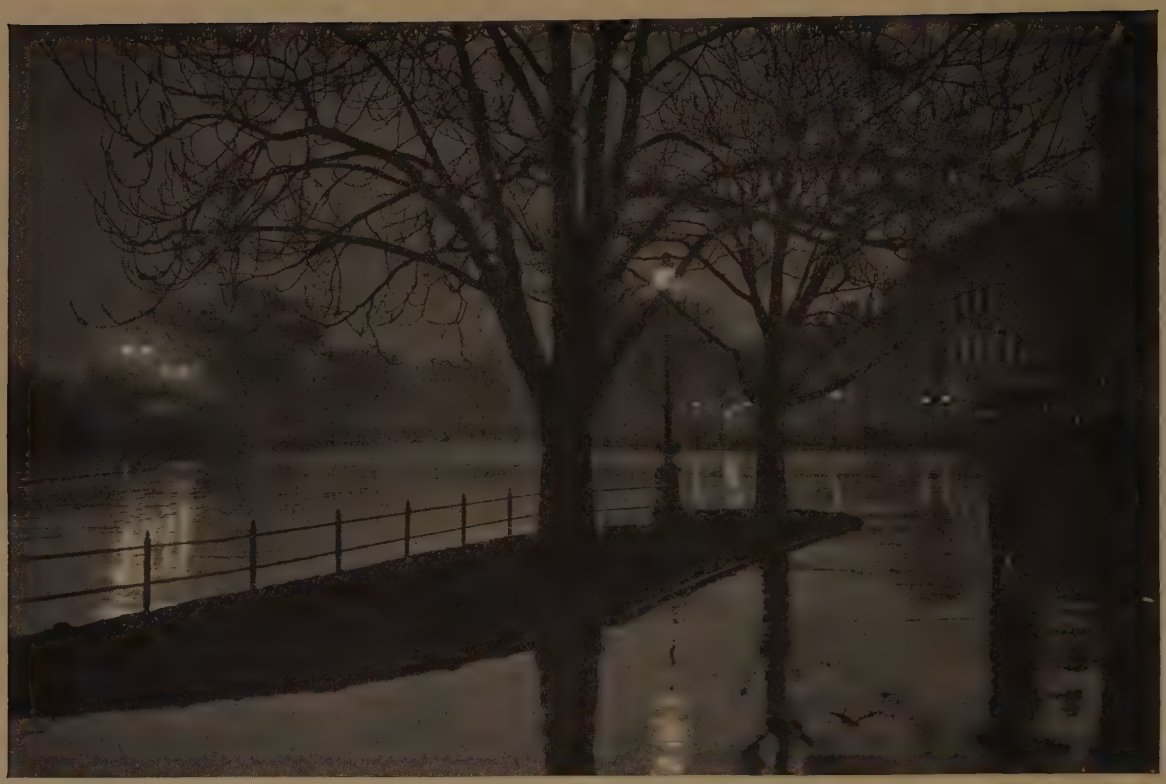
East Side of Fifth Avenue looking north from 47th Street



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Entrance to Central Park—Fifth Avenue and 59th Street

erected at Madison Square Park on Armistice Day, November 11, 1923, to commemorate the first homecoming of the victorious Army and Navy of the United States from foreign shores. On the broad marble base are inscribed the names of the great battles in which American troops participated. On a tablet is inscribed the simple legend:

'An Eternal Light
An Inspiration
and a Promise of
Enduring Peace
This star was lighted
November XI, MCMXXIII

In memory of those who have
made the supreme sacrifice
for the triumph of the Free
Peoples of the World"

A great monument, in the style of the renaissance, is the New York Public Library, from 40th to 42d Streets. The building is low; its material mostly Vermont marble. The corner stone was laid May 10, 1902, and the building was opened to the public May 23, 1911. The Library may justly claim front rank amongst similar institutions throughout the world, possessing in its reference rooms 1,500,000 volumes. A feature of great interest to the tourist as well as to the New Yorker, is the picture gallery, which houses the gifts of James Lenox, the

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Fifth Avenue looking north from 59th Street, taking in Central Park and upper Fifth Avenue, which includes "Millionaires' Row"

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Madison Avenue looking north from 23d Street

Robert Stuart collection, and some of John Jacob Astor's pictures presented by William Waldorf Astor.

Above Central Park is a public building on Fifth Avenue of which not only New York but the whole United States is proud—the Metropolitan Museum of Art, occupying the area between 80th and 85th Streets on Fifth Avenue. It is the largest and most important art museum in the country, and a brief history of its origin is therefore appropriate. In November, 1869, a committee of fifty was appointed to raise an endowment of $250,000 for a museum. In January, 1870, with John Taylor Johnston as President, the first trustees and officers were elected. Dodworth Building at 681 Fifth Avenue was the first home of the museum, until the Central Park building was completed in 1879. Additions have been made to the building continuously. The museum houses several collections of ancient Greek, Oriental, Medieval, Renaissance, and modern art. From time to time contemporary art is exhibited. The institution has an art library of importance.

* * *

It has been said in recent years that Fifth Avenue is the pulse of the National life. To its upbuilding the whole Nation has paid tribute. Here can be traced

the several periods of National advancement; the growth of National wealth and luxury are indelibly stamped upon the buildings in which their representatives have found their abiding place. The successful man of two generations ago was satisfied with the high stoop and the brownstone front. Later came the period of great personal fortunes, which found their external expressions in the old Astor houses, in the Vanderbilt palaces and in the Huntington mansion.

© Brown Bros.
Madison Avenue looking north from 32d Street

With the unparalleled accession of National wealth in the past two decades, there came a new spirit and a new substance. In a greater degree than before the Avenue has become the prerogative of wealth; its importance has broadened with the development of the City as the headquarters of American finance. When in 1905 the great formations of capital moved their headquarters to Manhattan Island they brought an army of rich men, to whose aspirations an important city establishment had become essential. The Avenue thus became cosmopolitan and dedicated itself not to a single city or a single state, but to the country at large.

© Brown Bros.
Madison Avenue looking north from 42d Street

There is a widespread impression that these evidences of wealth and social distinction are limited to that portion of Fifth Avenue above 59th Street. The fact that the uptown Fifth Avenue is exclusively residential will explain this misconception. But to the observer a most inviting vista of contrasts is unfolded by the notable club buildings and imposing churches that punctuate commerce from Washington Square to the Plaza. They are not alien heritages of a dead past but neighbors to industry and inspirers to merchants, daily witnesses of the spiritual

values and the social graces that are incorporated into the very being of Fifth Avenue.

The development of beautiful homes above Central Park gives to that part of Fifth Avenue a uniformity of purpose and a great variety of architectural interest. The assemblage of notable residences is an exhibit of the best that has been known and built in the architecture of the whole world.

When in 1905 Andrew Carnegie selected the 90th Street corner of Fifth Avenue for his monumental home, his nearest neighbors were the inhabitants of small shanties on the opposite side. Wiseacres ridiculed his boldness but he had not long been in possession of his new acquisition, before the precedent was taken up by a group of industrial geniuses. His mansion soon became a symbol of American Industrialism. Andrew Carnegie was followed by Henry Phipps of Pittsburgh, whose success was made manifest in a magnificent dwelling at 87th Street. Then William A. Clark built his ornate structure at 77th Street. Charles T. Yerkes, the promoter of City rapid transit, erected a home at 68th Street. Daniel G. Reid, pioneer of the tinplate industry, built on the block between 79th and 80th Streets. William B. Leeds, James B. Haggin, were amongst those who helped to create an empire of residences.

In the first years of the present century, tne growtn of population had so elevated land values that all except the very rich were driven to apartments. It has taken only a little more than a decade to change this situation to the new fashion of wealth seeking to be domiciled in colossal apartment houses. It was not long after the adoption of the Zoning Law in 1916, that the desirability of upper Fifth Avenue property for the erection of the newly developed modern apartment house had a deplorable result. Several buildings of towering, box-like shape were constructed, completely hemming in and overshadowing the beautiful private dwellings that had earned for this section the title of "Millionaires' Row." The Fifth Avenue Association organized the support of the property owners whose homes were menaced, and after several years of sustained effort, secured an amendment to the Zoning Law, on November 25, 1921, reducing the allowable building height in that section from 150 feet to 75 feet. This amendment was the subject of court action in which the decisions swung from the favorable to the unfavorable. In April, 1924, the Court of Appeals of the State of New York set aside the favorable decision of the Lower Court and ruled that the amendment was not valid. This decision released the restrictions of height and threw upper Fifth Avenue open for the erection of tall buildings.

Thus the cycle of change adds ever new situations in the drama of Fifth Avenue; but the fundamental character of the section remains. The quality of "Millionaires' Row" is permanent, from the palatial Club, at Fifth Avenue and 60th Street, along the two-mile stretch of imposing dwellings.

We have surveyed a history rich in the intermingling of romance and progress. Progress, from one aspect, is romance; but we have not tried to slur over some of the developments in the hundred years past, which might be termed retrogression. It has been observed by historians long ago that progress is never in a straight line

© Brown Bros.

Park Avenue looking north from Grand Central Station

but moves along spirals, in which the decline is later merged into an ascent. This is particularly true of Fifth Avenue, which has been able to assimilate setbacks and even to find the germ of goodness in things evil. An interesting example of this fact has been conveyed in our recital of the civic triumphs won by The Fifth Avenue section over destructive forces. That victory, with the permanent welfare program to which it led, were directly brought about by the vicious condition for which correction was sought.

Because of this participation in creating the greater Fifth Avenue of the twentieth century, and because of its reverence for the old Fifth Avenue, The Fifth Avenue Association was impelled to mark the one hundredth anniversary of the opening of the thoroughfare, with appropriate centennial festivities. No one urged it to this step; there were no interests to serve. There was a debt of loyalty and of love to pay. And so the Association called into counsel its membership, to work out a Centennial Celebration in keeping with the dignity of the section, and with those ideals of which it is the guardian.

This decision met with instant, nation wide approval. Organizations and individuals hastened to endorse the movement and in that way to honor Fifth

Avenue. Calvin Coolidge, President of the United States, in accepting the Honorary Chairmanship of the Advisory Body, expressed this tribute to the section: "Realizing the significance and the sentiments that attach to Fifth Avenue not only in the Nation's metropolis, but indeed throughout the entire country, and even the world, I find it a satisfaction to accept the invitation." An equally stirring tribute from the State of New York was expressed by Alfred E. Smith, the Governor, in a message in which he stated amongst other things: "The hundred years covered by the march of Fifth Avenue to national and international fame are without a parallel in the history of mankind for civic achievement, art in industry and ethics in business. Knowing the work of The Fifth Avenue Association in planning this remarkable growth, my acceptance of your invitation to become an Honorary Chairman of the Centennial Committee, is more than a formality." And from the City of New York, through its Mayor, John F. Hylan, came this moving acknowledgement: "I am gratified to have the opportunity to become an Honorary Chairman of the Centennial Committee which is in charge of the plans for Centennial Week, to be held November 15th to 22d, 1924. The power and beauty of the metropolis, its phenomenal progress by leaps and bounds and its continued triumphant march on the path of achievement are glowingly epitomized in this most magnificant of thoroughfares. The heartiest acknowledgements are due to all who have contributed to its present fair estate, conspicuous among these is The Fifth Avenue Association."

The program of features was entrusted to seven committees which organized important aspects of Fifth Avenue achievements through appropriate street decorations, artistic displays and exhibits of merchandise, and through community co-operation with civic, educational and religious officials. The Annual Dinner of The Fifth Avenue Association was converted into a gala Centennial Dinner at which orations were delivered expressive of the tribute from the Nation, the State and the City to the Fifth Avenue section.

Among the features of Centennial Week worthy of a permanent record was the civic program carried out with the co-operation of the educational officials of the city. All of the public and parochial schools in the five boroughs of the Greater City of New York participated in an essay contest, for which the subject of the prize composition was: "Fifth Avenue: Old and New—1824-1924." A similar competition was held for the best Centennial poems written by the children on this subject. Appropriate exercises were held in all the schools and services in the important churches commemorative of Fifth Avenue's one hundredth birthday. Museums and art organizations contributed through exhibitions, the emphasis on art values in the Fifth Avenue section. The growth of industrial art and the growth of public taste were graphically demonstrated in a series of mercantile exhibits, with certificates of artistic merit for the most effective displays.

It was thought by many who participated in the celebration that this historical work was its outstanding contribution—a judgment which is left to the discretion of our readers to ratify.

The following pages are dedicated to the men and the institutions whose efforts have helped to make possible

THE FIFTH AVENUE OF TODAY

November, 1924

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of

The Fifth Avenue Association, Inc.

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ARTHUR WILLIAMS
FREDERIC T. WOOD

1824 1924

A mercantile institution whose fundamentals of *Quality, Service* and *Price Fairness* have made this splendid Fifth Avenue building the Shopping Centre of New York City

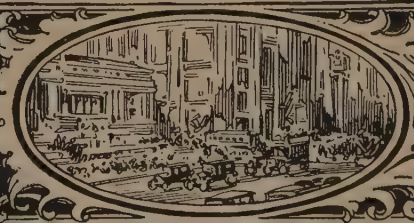
Fifth Avenue and Madison Avenue

B. Altman & Co.

NEW YORK

Thirty-fourth Street Thirty-fifth Street

One Hundredth Anniversary of Fifth Avenue



1824 1924

The Liliputian Bazaar 1879
Sixth Avenue bet 19th & 20th Streets

"GREAT OAKS FROM LITTLE ACORNS GROW"

A little history of Best & Co.

ESTABLISHED 1879

FEW stores are ever more than stores —they buy, they sell, and repeat the process. If they are straightforward in their dealings, and are wisely managed, they endure, and perhaps grow, but they seldom mean anything beyond their local boundaries.

Only a very small number ever rise to a place in that select aristocracy of enterprises that have national significance and a place in the lives and affections of a great number of people.

Best's is one of these stores.

For the Liliputian Bazaar—the first store in the world exclusively for little children—is so inextricably linked up with all that is sweet and precious and vital in the memories of most people, that they regard it with a warmth of feeling that amounts to tenderness.

To its first home (1879) on Sixth Avenue, below 20th Street, came the gentry of that day, for all the fine little clothes that their children wore, and though its size then was in keeping with the diminutive garments which it sold, its influence was great. The standard set by the Liliputian Bazaar was the only standard by which children's clothes were judged.

The hand of Gulliver on which the Liliputians played became a familiar trademark and the most significant assurance of quality that could be affixed to any child's garment.

As time went on the Sixth Avenue shop became too small to accommodate all the friends of Best & Co. and in 1882 the move to the then fashionable shopping section on 23rd Street was made. There the Liliputian Bazaar continued to thrive and began to take on that aspect of a national institution which it has since established. Mothers from all over the world came or sent to Best's for their children's clothes and, as is the custom with mothers, they tucked the little garments away when they were outgrown, for the babies of the next generation.

There is no better commentary on the quality of Liliputian Bazaar products than that those same little shirts and shoes and dresses and suits, put away 20 or 30 years ago, perhaps, can be (and lots of them are), worn by the babies of today!

In 1910—anticipating the general exodus from 23rd Street to points further uptown, Best's moved to its present site on Fifth Avenue at 35th Street, and began that process of expansion which has made it what it is to-day—a store with a well-rounded service, including, not only children, but school girls and boys, misses, women, young men and men.

Since the new departments were to specialize in fashions Best's set about putting them on the same authoritative basis where style was concerned that the Liliputian Bazaar has always occupied in regard to children's clothes.

As the first step in that direction Best's opened, several years ago a permanent office in Paris, at 18 Fbg. Poissonniere, under the direction of an American woman who knew the preferences of American women in general and of Best's clientele in particular. Incidentally, this was a pioneer move, for until this time, no Fifth Avenue shop had had a resident Paris representative.

The London office, 168 Regent Street, with a resident fashion expert in charge, was the next step. Soon the results of this radical fashion policy began to be felt, and women told each other that at Best's, and always there, were the choice and authentic modes of the season, the best typical Paris models, the smartest English clothing.

To-day Best & Co. representatives attend every fashion event of importance and every new trend of the mode is reported to the house by cable or letter.

From the Best & Co. store come some of the most important fashion developments of the day. Our collection of Paris fashions is one of the most authentic and comprehensive on the Avenue; our Whitehall London clothing for men and boys is among England's best in ready-to-wear; the Royal middy togs for girls and boys are made for us by a commissioned naval tailor in London and are the smartest sailor styles to be found anywhere, the Orpic shoe is our own patented last and combines comfort and chic, our NADA fashions are exclusive designs for the school and college girl.

These and other features have attracted to the departments for grown-ups, the patronage of discriminating men and women, who appreciate Best's reputation for quality, and the superiority in style of Best fashions.

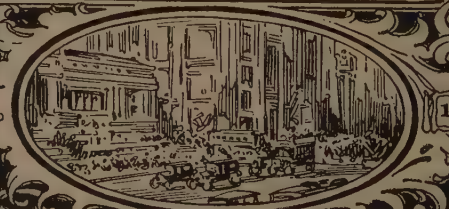
It is a long way from the little store on Sixth Avenue to the big store on Fifth—but not so long that the intimate atmosphere and attitude of friendly interest have ever been lost. In Best's now, as in the first Liliputian Bazaar, it's "the little things that count"—the little courtesies, the little extra services, and extra excellence in everything we do.

Best & Co.

Fifth Avenue at 35th Street—N. Y.

Paris—18 Fbg. Poissonniere *London—168 Regent Street W.*

One Hundredth Anniversary of Fifth Avenue



1824 1924

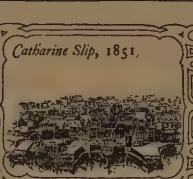
Catharine & Cherry Sts. 1818-74

City of New York 1816

1812

Fashions 1824-25

1812


Catharine Slip, 1851

B'way & Grand St. 1857-74

Catharine Market 1850

B'way, Howard & Grand 1840

U. S. Army Mexican War 1847

U. S. Navy Mexican War 1847

Sacking Brooks Bros'. Store Draft Riots '63

Burning Colored Orphanage West 42nd St. Draft Riots '63

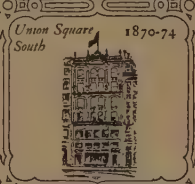
U. S. Army Civil War

U. S. Navy, Civil War

Broadway & Bond St. 1874-'84

Lincoln's Funeral 1865 passing Brooks Brothers', Grand St.

Buck Horn Tavern B'way & 22nd St. 1818


Union Square South 1870-74

U. S. Army Spanish War 1898

U. S. Navy, Spanish War 1898

Union House B'way & 21st St. 1857

Madison Avenue 44th St. 1924

Brooks Brothers,

CLOTHING,

Gentlemen's Furnishing Goods,

MADISON AVENUE COR FORTY-FOURTH STREET

New York

One Hundred and Six Years Ago

before the birthday of Fifth Avenue which this volume commemorates, Henry S. Brooks opened his store on the corner of Catharine and Cherry Streets. During the years immediately thereafter, *Franklin Square* and *Cherry Hill* were among the most fashionable quarters of the city. Governor DeWitt Clinton lived in the vicinity and a few blocks north, "opposite the time-honored warehouse of the BROOKS BROTHERS, stood a row of buildings known as Quality Row, for many years chiefly occupied by the most eminent lawyers of this city." CHERRY STREET had, indeed, many of the characteristics of FIFTH AVENUE, changing gradually from a residential to a business street and being, just prior to 1830, the center of the clothing trade.

In 1818, the year that BROOKS BROTHERS was founded, Captain Samuel C. Reid, the hero of Fayal, suggested a change in the flag of the United States which would link the past with all time. This was to retain the thirteen stripes to typify the beginning of the Union, while in the blue field a white star would be added for each new State.

His design was accepted and Mrs. Reid, assisted by several of her friends, made the first flag of this kind in her dining-room at No. 27 CHERRY STREET, only a short distance from BROOKS BROTHERS' store.

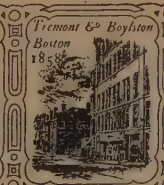
BOSTON
LITTLE BUILDING
TREMONT COR. BOYLSTON

PALM BEACH
PLAZA BUILDING
COUNTY ROAD

NEWPORT
AUDRAIN BUILDING
220 BELLEVUE AVENUE

B'way & 22nd St. 1884-1915

U. S. Army 1924

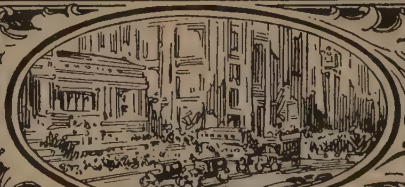

Tremont & Boylston Boston 1858

Newport Sales-Offices

Little Bldg., Boston Sales-Offices

U. S. Navy 1924

One Hundredth Anniversary of Fifth Avenue



24

1924

1824 1924

BONWIT TELLER & CO.

The Specialty Shop of Originations

FIFTH AVENUE AT 38TH STREET, NEW YORK

In 1924, when Fifth Avenue is the fashion highway of the world, Bonwit Teller & Co. present the supple line of the prevailing vogue, subtly suggesting the figure, as illustrated by the Callot gown in the centre.

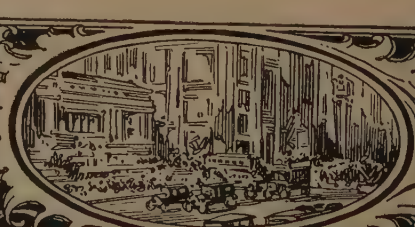
In 1824 when Fifth Avenue, extending from Waverly Place to 13th Street first assumed the dignity of a thoroughfare, the fashions of the Restoration were the prevailing vogue.

One Hundred Years of Fifth Avenue's History Is a Chronicle of Fashion

IN WHICH BONWIT TELLER & CO. HAVE PLAYED A LEADING ROLE

In 1911 when Bonwit Teller & Co. first became established on Murray Hill, in the days of its transformation from a residential to a shopping centre, the "hobble" skirt was the vogue of the elite.

One Hundredth Anniversary of Fifth Avenue



1824 1924

1810
166 BROADWAY

1833
181 BROADWAY

1848
BROADWAY AND
MURRAY STREET

1860
BROADWAY
AND PRINCE STREET

1874
FIFTH AVENUE
AND 28TH STREET

1898
FIFTH AVENUE
AND 39TH STREET

OUR PRESENT BUILDING, FIFTH AVENUE AND 48TH STREET
OCCUPIED IN 1912

BLACK * STARR & FROST

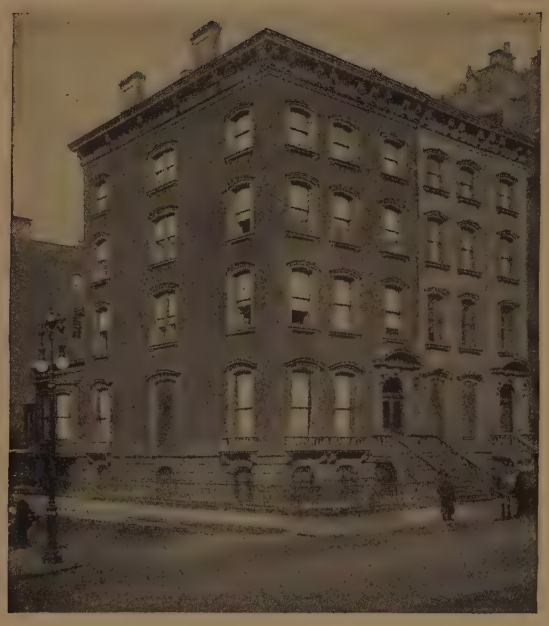
JEWELERS FOR 114 YEARS

ONE hundred and fourteen years ago the fashionable life of old New York centered in Bowling Green and the Battery. Within a stone's throw of this neighborhood, the Black, Starr & Frost shop, then known as Marquand & Company, opened its doors in 1810.

During our business history we have occupied seven different buildings. Each of them represented a phase of the northward march of society and of trade. The story of our steady progress up Broadway to Prince Street, the epochal jump to Fifth Avenue, and the subsequent changes on Fifth Avenue from Twenty-eighth Street to Thirty-ninth Street and to Forty-eighth Street, our present location, is a perfect mirror of the history of society and business in New York.

Most significant of all our removals was our appearance on Fifth Avenue in 1874, when business men still lacked the imagination to see that the better retail shops were about to be dislodged from the fashionable Broadway and Fourteenth Street district. We were the first jewelers and one of the first shops to move to the Avenue. But our faith has been amply justified and rewarded, and we have continued to lend every effort to promote the growth and support the good name of the finest street in the world.

One Hundredth
Anniversary of
Fifth Avenue



Residence of Mrs. Mary Bell at 320 Fifth Avenue, erected in 1904

—and then came Banking

FIFTH AVENUE was first a roadway between farmlands; then a residential street of fine brownstones.

During the early years of the present century these distinguished residences yielded to the commercial development which made Fifth Avenue the best known shopping thoroughfare in the world.

One of the notable homes was that of Mrs. Mary Bell at number three hundred and twenty Fifth Avenue, at the north-west corner of Thirty-second Street.

On January 15, 1919, the Bank of United States, founded by its President, Joseph S. Marcus, transferred its main office to this site, following the new era of exclusive trade which brought with it the need for modern banking facilities.

Starting here with resources amounting to five million dollars, its resources, in a period of less than six years, now reach nearly sixty millions—an increase which is steadily continuing with the marvelous commercial expansion of The Avenue.

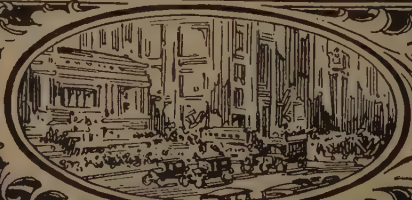
Entrance to Main Office

The Bank of United States

Member Federal Reserve System

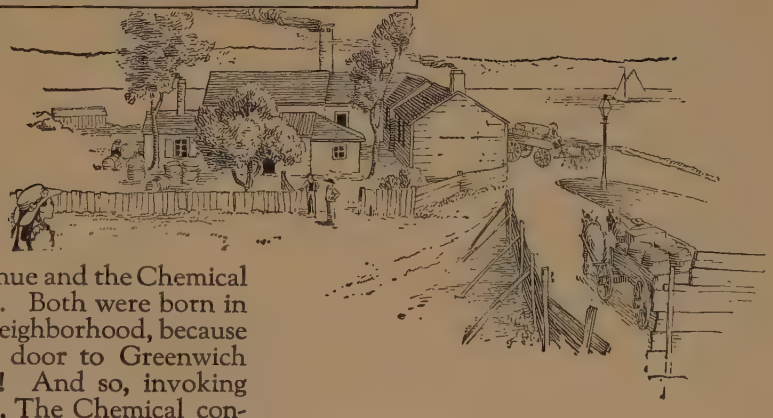
320 Fifth Avenue at 32nd Street
New York

One Hundredth Anniversary of Fifth Avenue



1824 1924

Two Young Centenarians



THE mutual Centennial of Fifth Avenue and the Chemical Bank marks a reunion of old friends. Both were born in the same year, and also in the same neighborhood, because where Fifth Avenue starts is next door to Greenwich Village where the Chemical started! And so, invoking the mutual recollection of the past, The Chemical congratulates FIFTH AVENUE on the splendors of its development and repledges its energies and resources to promote even greater progress in the century to come.

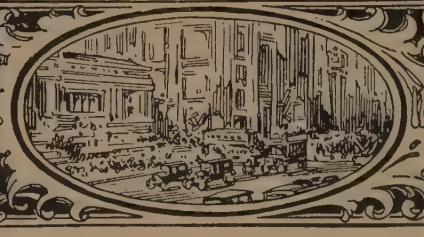
THE CHEMICAL NATIONAL BANK OF NEW YORK

BROADWAY AT CHAMBERS
FACING CITY HALL

FIFTH AVENUE OFFICE
AT 29TH STREET

MADISON AVENUE OFFICE
AT 46TH STREET

One Hundredth Anniversary of Fifth Avenue



1824 1924

The House of COTY *in bringing to America the exquisite* Perfumes *and toilette creations from the* COTY *laboratories at Suresnes, appreciates the importance of being established on this great thoroughfare, and deems it a privilege to join in the commemoration of its Centenary*

Coty

Place Vendome, Paris

COTY INC.
714 Fifth Avenue, New York

One Hundredth Anniversary of Fifth Avenue

1824 1924

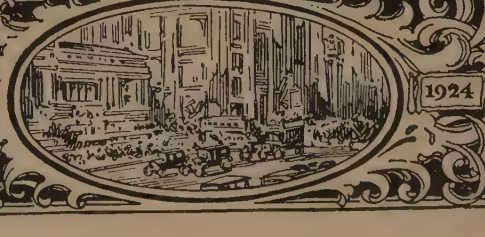
DREICER & Co

From their establishment in 1869 through the gracious seventies and eighties of old New York to the present brilliant social period, it has been the privilege of DREICER & CO *to bring to an exclusive clientele the rarest, most beautiful Jewels to be found in the markets of the world.*

560 FIFTH AVENUE

New York

One Hundredth Anniversary of Fifth Avenue



1824 1924

THE FARMERS' LOAN AND TRUST COMPANY

On February 28, 1822, the New York Legislature granted a charter to The Farmers' Fire Insurance and Loan Company "for the purpose of accommodating the citizens of the State."

In April, 1822, the Company's charter was amended and broadened enabling it to assume and execute any trust "which has been or may be created by any deed."

This is the earliest bestowal in the United States of such powers upon a corporation. It is believed to be the first in the world. In 1836 the name of the Company was changed to "The Farmers' Loan and Trust Company."

In August, 1822—102 years ago—the Company's first advertisement appeared in fine type on the first page of the *New York Evening Post*.

The advertisement stated that:

"The Public will readily perceive that the advantages of this Company to protect property for the benefit of orphans or others, or to answer any special purposes, either of public or private nature, are far greater than those of any individual executors or other trustees, who are always liable to casualties which no foresight can guard against."

Little more can be said today of the advantages of a trust company as trustee or in other fiduciary capacities.

In 1906 the Company opened a branch office at Forty-first Street and Fifth Avenue, the first establishment of its kind to be located in this district by any of the larger down-town trust companies.

The Farmers' Loan and Trust Company was likewise the first American trust company to establish an office in Paris. Its office in London has also for many years been a great convenience to Americans abroad.

From a capital of $500,000 in 1822 with a single-room office at 34 Wall Street, The Farmers' Loan has grown to an institution occupying the larger part of a city block (22 William Street), a branch office at Seventy-second Street and Madison Avenue as well as the Fifth Avenue office, headquarters in Paris and London, and employing a capital and surplus of more than $22,300,000.

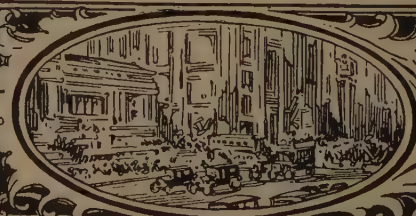
THE FARMERS' LOAN AND TRUST COMPANY

475 FIFTH AVENUE • 22 WILLIAM STREET • 901 MADISON AVENUE
LONDON: 15 COCKSPUR STREET • PARIS: 3 RUE D'ANTIN

President: JAMES H. PERKINS

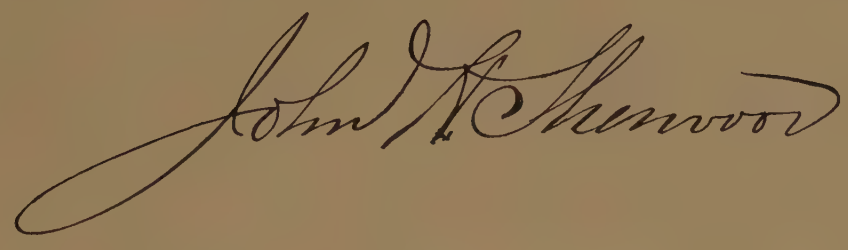
Vice Presidents: SAMUEL SLOAN AUGUSTUS V. HEELY WILLIAM B. CARDOZO
CORNELIUS R. AGNEW • WILLIAM A. DUNCAN • HORACE F. HOWLAND • HENRY KING SMITH

One Hundredth-Anniversary of Fifth Avenue



1824 1924

THE SIGNATURE OF OUR FIRST DEPOSITOR



MR. JOHN H. SHERWOOD was the first to make a deposit and the first to record his signature with The Fifth Avenue Bank of New York on its opening day, October 13, 1875.

Mr. Sherwood, who was owner and proprietor of the old Sherwood House, and a director and one of the founders of The Fifth Avenue Bank of New York, was typical of the class which, from the beginning, patronized this first bank of upper Fifth Avenue. Later Mrs. Sherwood opened an account, and today members of the family still bank here.

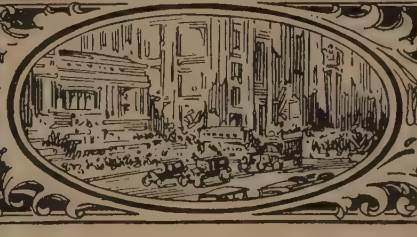
As in the case of the Sherwood family, several thousands of our present depositors are descendants of former depositors, a recommendation needing no argument.

The leadership and popularity universally credited The Fifth Avenue Bank of New York, from its pioneer days onward, are tributes to its outstanding policy of obtaining and retaining accounts on the strength of but one inducement—the inducement of service.

THE FIFTH AVENUE BANK OF NEW YORK

530 FIFTH AVENUE, N.W. COR. 44TH STREET

One Hundredth Anniversary of Fifth Avenue



1824 1924

Two score years ago Fifth Avenue began to feel the need of a transit facility in keeping with its own high character ~ It has been our privilege to provide it ~ It is our ambition ever to live up to Fifth Avenue standards

Fifth Avenue Coach Co.

One Hundredth ~ Anniversary of ~ Fifth Avenue

1824 1924

Emerald Green Jade Statuette of the Goddess Kuan-Yin. Largest and finest specimen of Jewel Jade known. 1736-1795

The Arts of China were little known to the Builders of Fifth Avenue, whose ancestors brought with them only elementary needs.

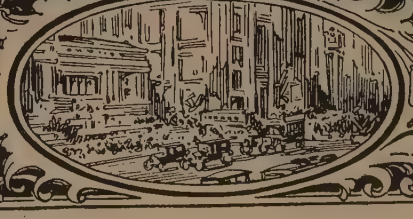
The development of New York, and with it, the fortune of its far-seeing founders lured many treasures from China. Rare and exotic porcelains and potteries, their marvelously carved and designed urns, vases and idols of variously hued jade and other semi-precious stones found their way into the homes of old Fifth Avenue.

Farmer was the pioneer in transforming these exotic masterpieces into exquisite lamps and artistic utilities which have carried their cultured influence into fine homes throughout the country.

Edward J. Farmer, INC.

16 East 56th Street New York

One Hundredth Anniversary of Fifth Avenue



1824 1924

THE HARRIMAN NATIONAL BANK

FIFTH AVENUE AND 44TH STREET, NEW YORK

THE site of the Harriman National Bank of the City of New York, is rich historically as things go in a section of the metropolis that has developed so rapidly. Here stood over a period of fifty odd years, Henry H. Tyson's Fifth Avenue Market, a trade landmark of Murray Hill, while next door to the market existed "Ye Olde Willow Cottage" whose name stood for such good cheer as sprang from the liquid refreshment it dispensed in those days. The Harriman National Bank Building of marble supplanted these wooden structures in 1906. The Croton Reservoir was at Forty-second Street; the home of "Bill" Tweed was on the corner below; other landmarks occupied adjacent sites.

THE Harriman National Bank was the pioneer national bank in the great Terminal Zone which it now serves, and is known throughout the community not merely for its advanced and progressive banking policies, but also for its unique and superior banking services. This institution stands for something more than mere money lending and is noted for its broad-minded and public-spirited attitude in civic, state and national affairs affecting the welfare of its depositors and the best interests of the country at large.

DIRECTORS

JOSEPH W. HARRIMAN, Harriman & Co.
HARRISON K. BIRD, Trustee Manhattan Savings Institution
CHAS. C. TEGETHOFF, Estate of E. H. Harriman
PARMELY W. HERRICK, New York
JOHN A. NOBLE, First Vice-President
JOHN McE. BOWMAN, President Bowman Hotels
ALVAH MILLER, H. G. Craig & Co. Wholesale Paper
HOWARD C. BROKAW, New York
E. ROLAND HARRIMAN, New York
WILLIAM A. GREER, Greer, Crane & Webb, New York
MARSHALL SHEPPEY, President The Berdan Co., Toledo, Ohio
JOHN A. HARRISS, New York
HARRY S. BLACK, Chairman of Board U. S. Realty and Improvement Co.
E. H. H. SIMMONS, President New York Stock Exchange
HOWARD W. CHARLES, President Charles & Co., Grocers
JULIUS LICHTENSTEIN, President Consolidated Cigar Corp.
ABRAM L. LEEDS, President The Manhattan Shirt Co.
BERTRAM L. KRAUS, Lawyer
FREDERICK PHILLIPS, Vice-President
PHILIP G. GOSSLER, President Columbia Gas & Electric Co.

ADVISORY BOARD

J. A. McKAY, President, The Angus Co., Publishers
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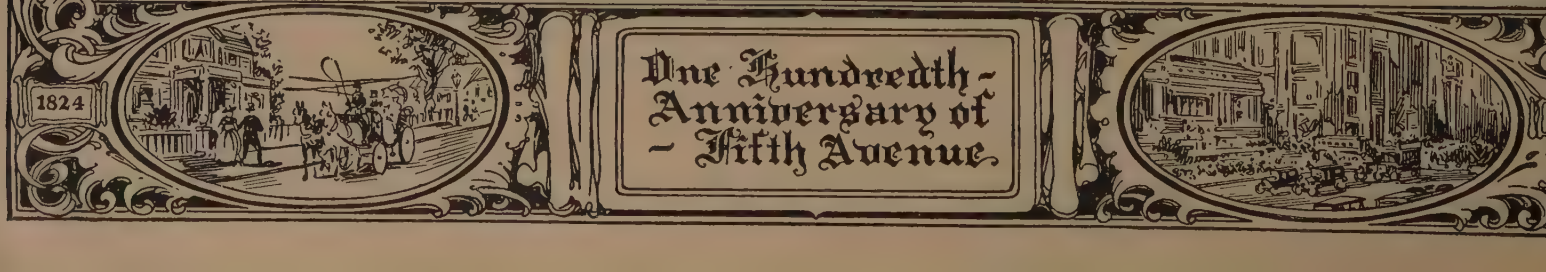
MAX LANDAY, President, Landay Bros., Inc., New York
EUGENE D. MILLER, Vice-President, Hotel Biltmore, New York
GEORGE W. SWEENEY, Vice-President, Hotel Commodore, New York
ALBERT RAMSAY, Albert Ramsay & Co. Precious Stones

OFFICERS

JOSEPH W. HARRIMAN, President
JOHN A. NOBLE, First Vice-Pres.
WILLIAM A BURKE, Comptroller
MARSHALL SHEPPEY, Vice-Pres.
FREDERICK PHILLIPS, Vice-Pres.
THOMAS B. CLARKE, JR., Vice-Pres.
ORLANDO H. HARRIMAN, Vice-Pres.
CHARLES F. KOTH, Vice-Pres. and Mgr. Foreign Dept.
MILTON S. BILLMIRE, Vice-Pres.
OLIVER W. BIRCKHEAD, Vice-Pres.
HARRY B. FONDA, Cashier
MORTON WADDELL, Trust Officer
WILLIAM B. SHEPPARD, Asst. Cashier
FREDERICK J. REVERE, Asst. Cashier
FREDRICK KOHLENBERGER, Assistant Cashier and Night Manager
THOROLF MACHEL, Asst. Cashier
JAMES L. TURNER, Asst. Cashier
ALAN HARRIMAN, Asst. Cashier

BANKING HOURS FROM 8 A. M. TO 3 P. M. **SAFE DEPOSIT OPEN 8 A. M. TO MIDNIGHT**



1824 1924

HEARN

Founded 1827

FOURTEENTH STREET WEST OF FIFTH AVE.

AS one old New Yorker to another, Hearn's wishes Fifth Avenue many happy returns of the year.

With our own One Hundredth Anniversary just three years off, the House of Hearn is an outstanding example of steady growth over an almost unequaled period of years. We are proud of the kinship of age, ideals and progress that link our history with that of Fifth Avenue.

HEARN MILESTONES

1827
Arnold & Hearn
Canal and Mercer Streets

1834
Arnold, Hearn & Co.
Canal and Mercer Streets

1842
Hearn Brothers
425 Broadway

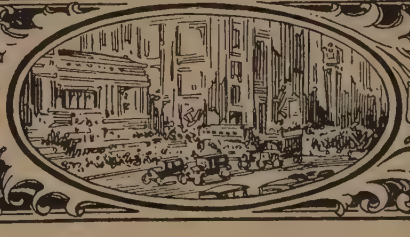
1856
James A. Hearn
775 Broadway

1860
James A. Hearn & Son
775 Broadway

1879-1924
James A. Hearn & Son
14th Street, West of Fifth Avenue

HEARN *in 1827 and today*

One Hundredth Anniversary of Fifth Avenue



1824 1924

(Rembrandt—1606-1669)

THE F. Kleinberger Galleries, established in Paris, in 1848, was among the first art concerns to settle on Fifth Avenue, coincident with the growth of appreciation for art in this country.

In point of fact, the firm was the first to acquaint art buyers with Flemish Primitives and, later, with French and Italian Primitives. At the same time, it has always been an authoritative source for lovers of Rembrandt and the Seventeenth Century Dutch School.

F. KLEINBERGER GALLERIES, Inc.

F. KLEINBERGER, President

Paris

9 rue de l'Echelle
Near Avenue de l'Opera

E. M. SPERLING, Vice-President

New York

725 Fifth Avenue
Between 56th and 57th Streets

One Hundredth Anniversary of Fifth Avenue

1824 1924

Lord & Taylor 1826

"*Lord & Taylor*," name of one of the city's well-known retail dry goods firms, first appeared over the doorway of this little building at 47 Catherine Street in 1826. This was just two years after Fifth Avenue itself first came into being.

In those days, New York was a very different place from the present city. The fine residences lay along the East River, and the Bowery. The Battery was the fashionable promenade. The present site of *Lord & Taylor* was a green hillside—and if you had business in Philadelphia, you went by stagecoach, and the trip took sixteen hours.

The grand opening of the store was considerable of an event, we are told. Both partners were well known in the city, and there had been a trip abroad, on a fast twenty-day ship, to bring back English woolens, French satins, wadded silk coats, kid shoes, laces and shawls. Moreover no less than twelve clerks were employed, and there was actually an executive to walk around in the shop and assist the partners in seeing that customers—who drove down in coaches and open barouches—were promptly served!

This combination of merchandise, service, and modern ideas could not prove other than successful, and six years later the adjoining building was annexed in the first expansion of the old firm.

Changes Wrought by a Century

Catherine Street, Grand Street, Broadway, and today — Fifth Avenue. The present store was built in 1914. The building, a fine example of American architecture, is not so large as to preclude quick and comfortable shopping; yet sufficiently spacious to provide ample assortments of merchandise for every member of the family; also for the home (except in kitchen and table ware). All items are selected for qualities of durability, as well as attributes of beauty. They are offered for the customers' consideration, with the advantages of wide aisles, good air, adequate light, and courteous and sympathetic service.

Lord & Taylor

FOUNDED IN 1826

One Hundredth Anniversary of Fifth Avenue

1824 1924

ESSEX BANNER.

AND FAMILY NEWSPAPER.

THE MAMMOTH DRY GOODS STORE IN HAVERH

MACY'S

$20,000 worth of New & Desirable Fall Goo

I have for the last two weeks been selecting my FALL Goods from the lar

DRY AND FANCY GOODS,

All Ready!

We shall, as we always have, sell our Goods for Cash, and

ONE PRICE SYSTEM.

Respectfully, R. H.

1853

Rowland H. Macy, a retired whaling skipper, opened a dry goods store in Haverhill, Massachusetts, and advertised that he would sell at lowest prices for cash.

1924

Still governed by the original policy which Rowland H. Macy boldly laid down, Greater Macy's has become the largest and busiest department store in New York.

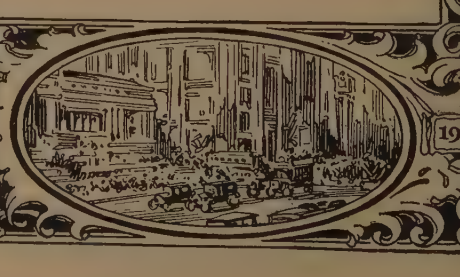
Merchandise of taste and quality at lowest-in-the-city prices.

R. H. Macy & Co Inc.

34th STREET & BROADWAY NEW YORK

Greater Macy's is full of greater conveniences for all its patrons.

One Hundredth Anniversary of Fifth Avenue



1824 1924

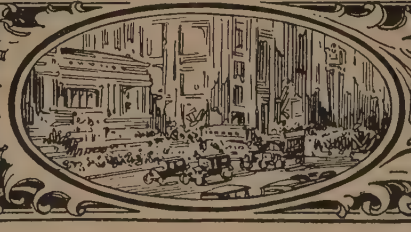
An Acknowledgment

We take great pleasure in having had a part in the larger development of this great Avenue

The New York Edison Company

At Your Service

One Hundredth Anniversary of Fifth Avenue



1824 1924

NESTLE'S

Permanent Hair Waving Originators (1905)

Largest Specializing Establishments in the World

All Permanent Waving Operators Trained
by the Inventor, Mr. C. NESTLE

12 and 14 East 49th Street
Just off Fifth Avenue
OPPOSITE SAKS

and

1650 Broadway at 51st Street
Next Door to the Winter Garden
OPPOSITE THE CAPITOL THEATRE

One Hundredth Anniversary of Fifth Avenue

1824 1924

1882 1924

Forty-two Years of Service
Without Interruption

New York Steam Corporation

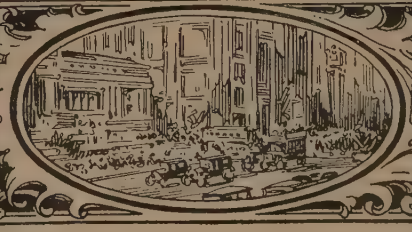
The largest company of its kind in the United States, with a unique record as regards continuity and dependability of service.

Some Advantages of Its Service

1. Dependable Steam Service, ready at the house valve day and night, in capacity and pressure far exceeding any possible individual demand.
2. Elimination of coal and ash handling, with its consequent expense, noise and dirt, nuisances, and sidewalk and street obstruction; as well as elimination of excessive heat from boilers in usable portions of the premises, and in mild weather.
3. Relief from worry about Fuel supply with its varying costs, and from responsibility of maintenance of mechanical equipment with its possibility of breakage or failure causing shut down in the premises.
4. Reduced Labor force with relief from the problems connected therewith.
5. Decreased fire hazard, particularly with the use of bituminous coal or oil; and decreased Insurance premiums, including boiler, workmen's compensation, etc.
6. Release of space, otherwise occupied by boilers and bunkers for revenue producing or storage purposes.
7. Economy: that, all costs considered, the service is far cheaper is shown by the constantly increasing number of consumers and volume of load.
8. Availability of expert technical advice on steam or heating problems without cost to the consumer.
9. Elimination, in the case of new construction, of the substantial initial investment in boiler plant equipment, and the annual interest and depreciation charge thereon. This represents of the total annual operating cost of an individual operation from 12%, in the case of a simple installation, to over 20% in a complicated high pressure installation. In many cases, initial investment in rock excavation, foundations, steel work and finishing can also be eliminated.
10. Rates subject to the jurisdiction of the Public Service Commission.

The New York Steam Corporation recognizes the importance to its consumers of uninterrupted service and the responsibility of its recommendations in connection therewith.

One Hundredth Anniversary of Fifth Avenue



1824 1924

Integrity

The Keystone of Commerce

America's Foremost Specialists

Catering Exclusively to

WOMEN, MISSES AND GIRLS

IN bringing exclusive apparel within reach of the average purse, OPPENHEIM, COLLINS & CO. wrote Business History.

Starting in 1901 in a modest establishment at Twenty-first Street and Broadway, it has, with a single purpose, adhered to the policy of greater moderation in price for Better Dress.

In 1907, sensing the future importance of the Midtown Section, it moved to 33 and 35 West 34th Street, occupying a plot of ground fifty by two hundred feet. Integrity and Service won popular support. Additional space was continuously added. In 1923 the present great structure was completed, covering numbers 31 to 39 in West 34th Street and numbers 46 to 60 in West 35th Street.

It would be difficult to match the sweep and symmetry of its shopping areas, the refinement of its decoration and arrangement, and the spectacle of its sumptuous displays.

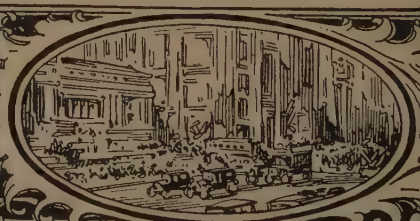
Through this institution, Democracy of Income has become master of Aristocracy of Quality.

OPPENHEIM, COLLINS & CO

34th Street—New York

BROOKLYN BUFFALO CLEVELAND NEWARK PHILADELPHIA PITTSBURGH

One Hundredth Anniversary of Fifth Avenue



1824 1924

The PACIFIC BANK

ESTABLISHED 1850

In the latter part of 1849, a group of New York merchants met to discuss the organization of a new bank to be devoted to the interests of the merchants of the city. In choosing a name that would fittingly characterize their purpose, the happy selection of PACIFIC was made, as a tribute to the new Eldorado of the West, where gold had just been discovered.

The Pacific Bank has endeavored to be a pioneer in the development of the various commercial centres until it now has six banking offices in the mercantile zones of New York City.

In 1924, on the corner where squatters' shanties stood seventy-five years ago, The Pacific Bank established its main office in the Pershing Square Building, today the newest centre of commercial expansion.

OFFICERS

O. H. Cheney
President

William Skinner, *Vice President* — John S. Hamilton, *Vice President* — F. E. Goldmann, *Vice President*

F. L. Kerr, *Cashier*

Assistant Cashiers

J. C. Lawrence
E. R. Lawrence
H. Van Brunt

A. G. Irvine
J. W. Konvalinka
L. K. Hyde

B. D. Swain
H. T. Owen
J. E. Lewis

L. A. Mignot, *Auditor*

J. S. Roberts, *Trust Officer*

DIRECTORS

William Skinner
Wm. Skinner & Sons

Herman W. Hoops
Hawley & Hoops

George Legg
New York

Carl Vietor
Vietor & Achelis

James W. Cromwell
Wm. Iselin & Co.

J. H. Walbridge
Lalance & Grosjean Mfg. Co.

Daniel G. Tenney
C. H. Tenney & Co.

O. H. Cheney
President

Lewis L. Clarke
Pres., American Exch. Nat'l Bank

James A. Smith
Calhoun, Robbins & Co.

W. H. Bennett
Vice Pres., Am. Exch. Nat'l Bank

Frederic C. Buswell
Vice Pres., Home Insurance Co.

John T. Terry
New York

Francis R. Masters
Lawrence & Co.

William R. Rose
Rose & Paskus

Theo. H. Banks
Vice Pres., Am. Exch. Nat'l Bank

William H. Browning
Browning, King & Co.

John F. Degener, Jr.
C. A. Auffmordt & Co.

Samuel Knopf, *Merchandising Advisor*

BANKING OFFICES

42d Street *at* Park Avenue

Broadway *at* Grand Street
28th Street *at* Madison Avenue

49th Street *at* Seventh Avenue
59th Street *at* Park Avenue

Hudson Street *at* North Moore Street

One Hundredth Anniversary of Fifth Avenue

1824 1924

An Institution of Paris Fashion

RUSSEKS

FIFTH AVENUE
AT 36TH STREET

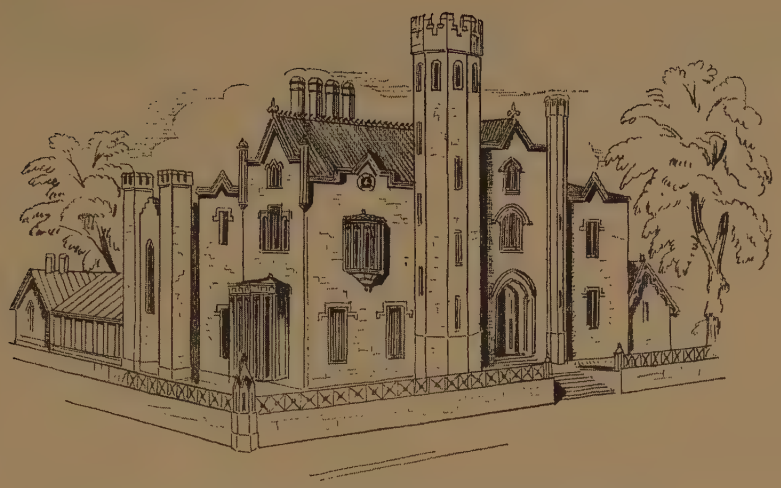
Where High Type Fashions Command Lowest Price

THIS achievement of record on historic Fifth Avenue is the development of the Fashion Famous House of Russek from an obscure beginning a decade ago to its present supremacy as the outstanding Fashion Institution of the Avenue, where the newest and smartest modes for madame and mademoiselle are gathered from the style sources of the world and presented at moderate prices.

RUSSEKS *An Institution of Paris Fashions* FIFTH AVENUE

One Hundredth Anniversary of Fifth Avenue

1824 1924



Suburban Gothic Villa, Murray Hill, N. Y. City. Residence of W. C. M. Waddell, Esq.—1845
On this site Franklin Simon & Co. was founded in 1902

FIFTH AVENUE

Thoroughbred of Thoroughfares

Greetings!

Whilst Fifth Avenue was founded in 1824, it only found itself in 1902. That was the year in which our pioneer fashion institution was established on what was then regarded as "the remote shores of Fifth Avenue and 38th Street!" It is true Fifth Avenue was in existence before we discovered it. So was America before 1492! And all the great business institutions that today line Fifth Avenue, from 34th Street to 57th Street, received their impulse from The Store of Individual Shops, which was founded in 1902 on the site of the Waddell suburban Gothic Villa on the crest of Murray Hill, and was then no bigger than the "homestead" it supplanted. And it is in a spirit of gratitude for having shared so largely in the development we started, that we now pay homage to the Street that today pays homage to the past!

Franklin Simon & Co., Murray Hill, N. Y. City, 1924

Franklin Simon & Co.

A Store of Individual Shops

Fifth Avenue, 37th and 38th Streets, New York

One Hundredth Anniversary of Fifth Avenue

1824 1924

One of the Great Department Stores

A LITTLE unpretentious store on Sixth Avenue in the year 1867 opened its doors to serve the people of New York City with adequate stocks of painstakingly selected merchandise at just, equitable prices. After eleven years of rapid and substantial growth, STERN BROTHERS vacated the Sixth Avenue Store and entered their new establishment on Twenty-third Street.

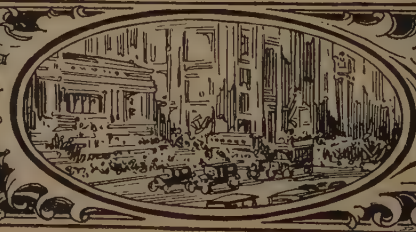
THEN, after thirty-five years of unparalleled progress, with the pioneer spirit and vision that saw a greater shopping district, STERN BROTHERS built a new palatial establishment with every improved appointment, efficient modern delivery service and every new system that would add to the convenience, comfort and service of its patrons—a tremendous modern merchandising edifice, running from West Forty-second to West Forty-third Streets, covering practically half a city block.

To-day STERN BROTHERS continue to adhere to the same policy as when they first opened their doors, only in a larger degree and along more modern lines, in an atmosphere of dignity, refinement and gracious willingness to serve; persistent but never annoyingly insistent.

Stern Brothers

WEST 42d STREET *Telephone: Longacre 8000* WEST 43d STREET

One Hundredth Anniversary of Fifth Avenue



1824 1924

Fifth Avenue, 1924

OPPOSITE CITY HALL on the tree-shaded Broadway of 1843, the retail shopping center of that time, *William Sloane* opened a CARPET STORE.

HIS business grew. In 1852 his brother JOHN became a partner. With continued growth the firm moved uptown five times, always into larger quarters. In 1872 they added a RUG DEPARTMENT and shortly afterwards the *Wholesale Department* of RUGS, CARPETS *and* LINOLEUMS. 1890 saw the addition of FURNITURE.

Now on the site of the old *Windsor Hotel* at 47th Street and Fifth Avenue, where W. & J. SLOANE moved in 1912, the third generation of the family serve a greater city and country. *Seven* floors are filled with RUGS, CARPETS, DRAPERIES, PANELLED ROOMS *and* FURNITURE, in a display unique in character and arrangement.

THE determination of the founder to sell dependable merchandise at an honest figure long ago became the *Sloane* tradition. The public has learned to appreciate this, for now hundreds trade with them daily, where perhaps a dozen came to buy and chat, eighty years ago.

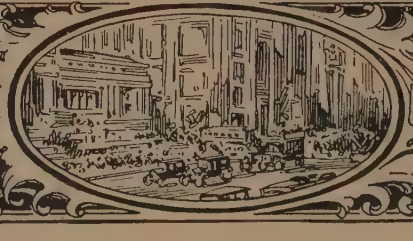
Broadway, 1843

W. & J. SLOANE

Fifth Avenue at Forty-Seventh Street

NEW YORK

One Hundredth Anniversary of Fifth Avenue



1824 1924

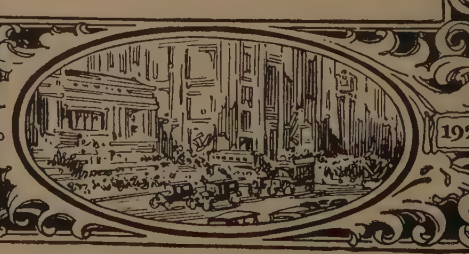
The Newest Store on Century-Old Fifth Avenue

The birth of the great Saks Fifth Avenue store this Fall has come opportunely on the One Hundredth Birthday of Fifth Avenue - - - it is also the latest milestone in the progress of the Avenue from the rural byway of 1824 to the great metropolitan highway of 1924.

SAKS-FIFTH AVENUE

FORTY-NINTH TO FIFTIETH STREET

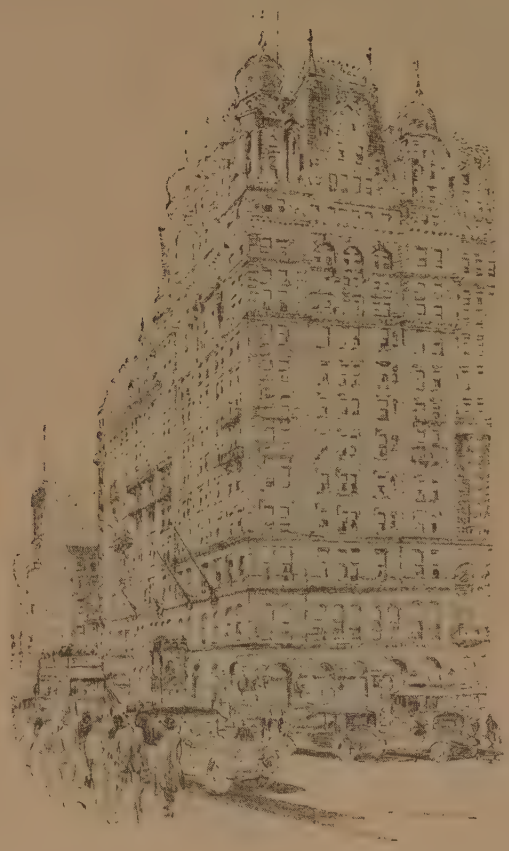
One Hundredth Anniversary of Fifth Avenue

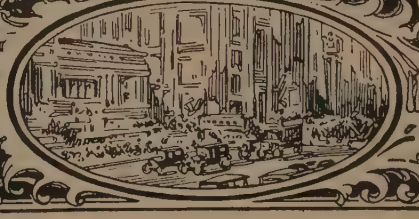


1824 1924

Where the *old* Fifth Avenue meets the *new*

When The Waldorf-Astoria became a part of Fifth Avenue, the event was termed a milestone in the city's progress. Thirty-third and Thirty-fourth Streets were then but quiet, out-of-the-way corners in the northward march of the city and its famous thoroughfare. It took rare perception, indeed, to recognize the site as the point where, some day, the old Fifth Avenue would converge into the new.

How well the founders of this great hotel builded! Its location now is the very heart of "the Avenue"—and of the city. And its guest books, signed by names famous from one end of the world to the other, are glowing proof of the assertion that The Waldorf-Astoria and Fifth Avenue go hand-in-hand—that wherever one is known the other is known as well.

One Hundredth Anniversary of Fifth Avenue



1824 1924

The Ambassador

"New York's Smartest Hotel"

PARK AVENUE AT FIFTY FIRST STREET

Where Dining Is an Art

Dedicated to the service of the knowing elite.

April sixteenth Nineteen hundred and Twenty-One

WHEN twelve years ago, Mr. Henri Bendel transferred the salons in which he displays his unique creations and importations in Gowns, Furs and Millinery, from Fifth Avenue to Fifty-seventh Street, this thoroughfare showed no sign of its future fashion prestige. The convenient street was at that time emphatically a residential section.

Thus Henri Bendel was a pioneer sponsor of this now exclusive shopping district and the two imposing structures which he occupies at 10, 12 and 14 West Fifty-seventh Street have become the rendezvous of the fashionable and discriminating feminine world.

HENRI BENDEL, INC.

10-14 WEST 57TH STREET

One Hundredth Anniversary of Fifth Avenue

1824 1924

EVEN WE are astonished at the progress we have made in these few brief years.

The Girl of Today—the glorious, youthful girl of 1924—is as far more beautifully frocked than her sister of a few years ago as FIFTH AVENUE, the magnificent Show-Case of the world, is removed from the realms of mediocre Style.

It is now, as ever, the constant thought of George Bernard to be worthy of his position of leadership on this, the American Rue de la Paix, that his shop may always sparkle with the most beautiful, the most artistic, the most vivacious Creations of the day!

George Bernard Co
MODES
673 FIFTH AVENUE at 53
New York

One of the Architectural Triumphs in Office Buildings on Fifth Avenue

THE BURTON BUILDING
At 29th Street and Fifth Avenue
Adjoining the "Little Church Around the Corner"

One Hundredth Anniversary of Fifth Avenue

1824 1924

BOUÉ SOEURS PERFUME

QUAND LES FLEURS RÊVENT

ROBES – TAILLEURS

MANTEAUX . LINGERIE

BOUÉ SŒURS

1824

Roses Symbolizing Boué Soeurs enchanting the modes of the Past to the Fashion of the Present

What Fifth Avenue is to New York, Boué Soeurs are to fashion—a crystallization of history into one beautiful unit and an adaptation of the fantasy of the past to the needs of the present.

A Boué Soeurs gown is an interpretation of the fascinating Louis Quinze epoch as seen through the genius of Madame de Montegut and Baroness J. d'Etreillis, the famous Boué sisters.

Founded in Paris in 1890, Boué Soeurs established their New York salons, a few doors west of Fifth Avenue, in 1914, attaining during these ten years the pinnacle of fame and success.

A Century of Talent in One Decade

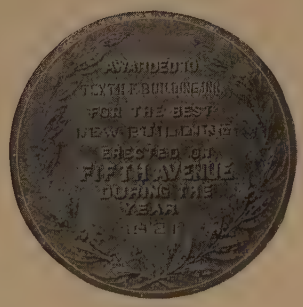
13 West 56th Street, New York

The Only Rue de la Paix House in America

1924

"When we build let us think that we build forever."—Ruskin.

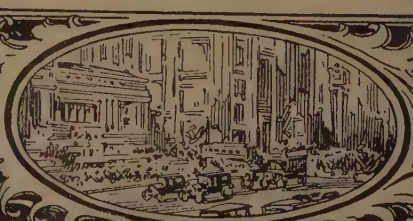
GEORGE BACKER, Inc.



Winners of the award for the best building built in 1921, are helping to shape the growth of the modern Fifth Avenue

TEXTILE BUILDING
295 FIFTH AVENUE

One Hundredth Anniversary of Fifth Avenue



1824 1924

THE CHATHAM AND PHENIX NATIONAL BANK OF THE CITY OF NEW YORK

The Phenix National Bank Organized 1812
The Chatham National Bank Organized 1850
were Consolidated in 1911 and now form
The Chatham and Phenix National Bank
of the City of New York

With these names is associated more than one hundred years of successful banking. Many pages of New York financial history could be written of these institutions, each individually a bulwark of community strength in its day and collectively with a career which has won the confidence of a discriminating public and forms the basis of increased usefulness to the city and nation in the century to come.

ESTABLISHED 1845 MARK CROSS TRADE MARK LONDON ACTUAL MAKERS

NEW YORK

Fifth Avenue at 37th St.

175 Broadway

Boston: 145 Tremont Street

Fifth Avenue
The Gulf Stream of Fashion

Never in history has there been gathered on one Avenue such a number of diversified interests and of such undiluted distinction.

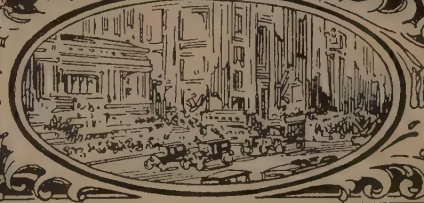
Sauntering along its aristocratic borders, it is a Liberal Education to view the Arts and Graces of the Mind collected from both Hemispheres.

Like the Beneficent Gulf Stream in its course from South to North, Fifth Avenue enriches Mankind.

Mark Cross

The World's Greatest Leather Stores

One Hundredth Anniversary of Fifth Avenue



1824 1924

CROSS & BROWN COMPANY

270 MADISON AVENUE

DOWNTOWN OFFICE
409 BROADWAY

MIDTOWN OFFICE
175 FIFTH AVENUE

57TH STREET OFFICE
250 WEST 57TH STREET

NEWARK N.J. OFFICE
ESSEX BUILDING

MANAGERS AND LEASING AGENTS OF BUSINESS PROPERTIES

A Cultural Unit in a Center of Commerce

The story of how the Fifth Avenue Section made the fine arts part of our every-day life belongs to this century and, in that story, the Chalif Russian Normal School of Dancing played an active part.

In 1904, on Forty-second Street, a few doors west of Fifth Avenue, Louis H. Chalif brought together those elements which some day would make Russian Folk-Dancing a force in American esthetic life.

Up to 1916, class after class learned his principles of dancing in this building. During this year, Louis H. Chalif saw the possibility of harmonizing dancing with architecture, and erected a structure at 165 West 57th Street uniquely laid out for the activity of the national institution which his school had become.

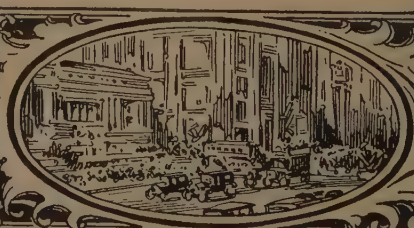
His enlarged courses for children and adults now comprise Greek Interpretative, Simplified Classic, Toe, Character, National, Folk, and Ball-Room Dancing.

Scientific teachers and dancers throughout the world use the five text books, the five hundred (500) dances and the twelve (12) ballets, written by Louis H. Chalif covering the subjects outlined.

THE CHALIF NORMAL SCHOOL OF DANCING

163-165 West 57th Street NEW YORK

One Hundredth Anniversary of Fifth Avenue



Heckscher Building
5th Avenue at 57th Street

The Tower of Trade

THE Heckscher Building was erected in response to the demand for a landmark of commercial progress on the most prominent, exclusive shopping corner in the world.

Its architectural beauty makes it a fitting home for the quality of business that it houses today.

Merchants with vision who have sought the ultimate location have found their goal in the Heckscher Building.

CUSHMAN & WAKEFIELD, INC.
Renting and Managing Agent
50 East 42d Street, New York

Established 1853

The Corn Exchange Bank

Beaver and William Streets, New York

Member of the Federal Reserve System and of the New York Clearing House

Capital and Surplus....$23,000,000
Net Deposits.....$210,000,000

OFFICERS

WALTER E. FREW.....President
DUNHAM B. SHERER.....Vice President
FREDERICK T. MARTIN.....Vice President
HENRY A. PATTEN.....Vice President
RICHARD D. BROWN.....Vice President
EDWARD S. MALMAR.....Cashier
JOHN S. WHEELAN.....Asst. Cashier
FREDERICK K. LISTER.....Asst. Cashier
JOHN W. ROSS.....Asst. Cashier
ROBERT F. CROWELL.....Asst. Cashier

DIRECTORS

Walter E. Frew
Clarence H. Kelsey
William R. Stewart
William H. Nichols
Henry Schaefer
Charles W. McCutchen
Andrew Mills
Philip Lehman
Robert A. Drysdale
J. Louis Schaefer
Edward F. McManus
Warren B. Nash
Harry K. Knapp
D. Schnakenberg

Letters of Credit *Bills of Exchange* *Cable Transfers*
Travelers' Checks

United States Government and other high-grade bonds bought and sold through responsible brokers

Trust service of every character to individuals, corporations and estates

One Hundredth Anniversary of Fifth Avenue

1824 1924

A hundred years ago when Fifth Avenue was just started, a famous silversmith made the dishes illustrated for the Earl of Dudley. They remained with the family until this year when they came into the possession of Crichton & Co. Ltd. and are now included in the collection of Old English Silver to be seen at their Fifth Avenue Gallery.

CRICHTON &CO. LTD.

Goldsmiths and Silversmiths

New York–636 Fifth Avenue (corner of 51st Street)

Chicago–618, So. Michigan Avenue.

One of a pair of old silver dishes

Have Faith!

NO man can look forward intelligently who has not also learned to look backward.

Let us in retrospect pick up for a moment a tattered copy of a quaint old pamphlet which Moses Yale Beach issued seventy years ago. It was entitled *Wealthy Men of New York.*

Mr. Beach's measure of wealth was the possession of $100,000; and of the 1000 New Yorkers whom he listed as "wealthy" about 900 possessed not more than this amount. Only 19 were credited with $1,000,000 or more.

An interesting old record! There are three very good reasons that make it worth recalling today:

1 We need to remind ourselves often how magnificently the prosperity of the United States has grown. The increase in the fortunes of the wealthy is only an indication of what has happened to all Americans. Wages are higher, homes more comfortable, opportunities vastly greater than they have ever been in any country in the world. And there is every reason to believe that the record of the past will be progressively continued in the years to come.

2 Many of the names on Mr. Beach's list are not found on the lists of wealthy New Yorkers today. Wealth does not take care of itself; it can be lost far faster than it can be gained. To make money and to make money work require quite different gifts. In both capacities a sound progressive trust company can render a valuable service.

3 Some names on Mr. Beach's list are found on the present day lists of successful New Yorkers; some are found upon the records of the Equitable Trust Company. These are names of men whose descendants invested wisely, but always with a profound faith in the future of America, a conviction that any soundly managed American enterprise must prosper, because the country must grow.

The speculator and the doubter fail. The investor and the believer succeed. The voice of the Past speaks to the Present: "You live in a city and a country far greater than we dreamed of", it says, "but we did have our vision and our faith; and in that faith we went forward. Do likewise in your day". This is our heritage of faith; our business keynote for years to come.

Over a Half Century of Service

On April 19, 1871, The Equitable first opened its doors for business. It was then known as the Traders Deposit Company.

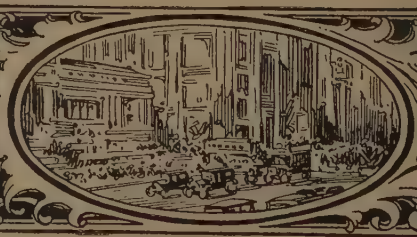
In 1904 there were 23 officers and employees and total resources of approximately $39,000,000. Today The Equitable has more than 2000 officers and employees and total resources in excess of $400,000,000.

UPTOWN OFFICE:
Madison Avenue
at 45th Street

THE EQUITABLE TRUST COMPANY
OF NEW YORK
37 WALL STREET
LONDON PARIS MEXICO CITY

IMPORTERS AND
TRADERS OFFICE:
247 Broadway

One Hundredth Anniversary of Fifth Avenue



1824 1924

"And one man in his time plays many parts"

Once Madison Square was like the other parks of the city—City Hall, Washington, Bryant—a potters' field. Then it became a military parade ground. Later, Madison Farm. Near the close of the first half of the last century, Madison Cottage, an inn which occupied part of the site of The Fifth Avenue Building, was the favorite turning point of the most popular drive of the day. At that time, you drove up the Broadway Plank Road, past the turn of the Bowery, through Greenwich Village, and so to Madison Cottage, perhaps stopping for lunch.

Madison Cottage presently gave way to The Fifth Avenue Hotel, a world-famous hostelry of the 70's and 80's. It was the accustomed meeting place for half a century of important people.

And now, The Fifth Avenue Building, having replaced the old hotel, still carries with it the same prestige and authority. It is the accustomed meeting place of many world-wide businesses.

Truly, the paraphrase of Shakespeare's line might run,

"And one place in its time plays many parts"

THE FIFTH AVENUE BUILDING
Broadway and Fifth Avenue, at Madison Square, New York
"More than an office building"

The
FIFTH
Avenue
Building
200 Fifth Avenue
New York

FSM
TRADE MARK

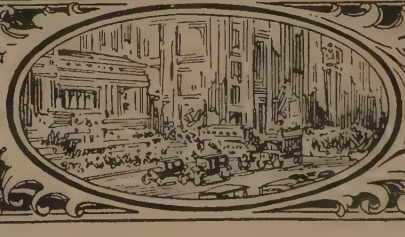
Where East and West Are Interwoven

The significance of Fifth Avenue is in its marshalling the best products of five continents.

The House of Finsilver, Still & Moss is a miniature Fifth Avenue. During the FIFTEEN YEARS that it has transacted business on this great thoroughfare, it has gathered the finest silks and woolens each land and each people could produce.

Finsilver, Still & Moss
ORIGINAL COSTUME FABRICS
485 Fifth Avenue New York

One Hundredth Anniversary of Fifth Avenue



1824 1924

WHEN victorias lined Fifth Avenue, and Fourteenth Street was uptown, Gorham Sterling was the accepted bridal gift. Much of the fine old silver you admire today is this same Gorham Sterling—a gift to the first generation.

GORHAM

Fifth Avenue *at* Forty-Seventh Street

also 17 Maiden Lane

Fifth Avenue above 44th Street today and a quarter century ago. The larger picture shows the Fifth Avenue Office of the Guaranty Trust Company.

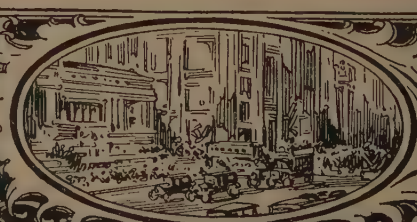
Meeting Fifth Avenue's Banking Needs

THE Guaranty Trust Company of New York was one of the first banking institutions to recognize the importance of the Fifth Avenue district and to plan to meet its needs.

The Company's office at Fifth Avenue and 44th Street has shown a growth which is typical of this rapidly developing business district, and affords every feature of service and equipment which the most advanced banking methods can provide.

Guaranty Trust Company of New York

One Hundredth Anniversary of Fifth Avenue



1824 1924

THE HOLMES ELECTRIC PROTECTIVE COMPANY

Model of
FIRST ELECTRIC BURGLAR ALARM

IN 1858 Mr. Edwin Holmes came to New York from Boston with the first electric burglar alarm. He found that the majority of people had little faith in his claims for this was years before the telephone had been invented. Electrical devices were not generally known. So he had constructed the model house shown here. This was small enough to be conveniently carried about. The door and windows were electrically connected to a battery inside and to the bell on the roof. Opening the door or raising a window caused the bell to ring automatically. Even with this he was often accused of practicing "black magic."

In 1872 the Holmes Burglar Alarm Telegraph Company was organized to furnish service from Central Stations. In 1882 the name was changed to the Holmes Electric Protective Company. On January 1st of that year the Company had two Central Stations; one at 194 Broadway, the other at 518 Broadway; and served a total of 471 subscribers.

To-day the Holmes System protects nearly three thousand banks, stores and residences in the Fifth Avenue section alone and serves Greater New York through fourteen Central Stations.

General Offices . 370 SEVENTH AVENUE

KIDDER, PEABODY & CO.

Established 1865

NEW YORK **BOSTON** **PROVIDENCE**

THE steady growth of Fifth Avenue and more especially the rapid development of the Mid-town Section in the last ten years has today made the uptown financial district a reality. Foreseeing the financial needs of this part of town Kidder, Peabody & Co. established its uptown office in July 1921 at

45 EAST 42ND STREET

Our judgment has already been justified and present prospects indicate a decided increase of business in the future. This office is prepared to meet the growing demand for investment and banking facilities.

CONSERVATIVE INVESTMENT ADVICE
COMMISSION ORDERS EXECUTED
FOREIGN EXCHANGE
COMMERCIAL AND TRAVELERS LETTERS OF CREDIT IN DOLLARS
AND IN STERLING AVAILABLE IN ALL PARTS OF THE WORLD

Correspondents of
BARING BROTHERS & CO., LTD.
LONDON

One Hundredth Anniversary of Fifth Avenue

1824 1924

K-C

Opposite the Public Library

Since 1842 there has been only one change on the historic site of the Croton Reservoir, while modern business in the great drift up-town has converted the surrounding fields into an array of impressive buildings.

In 1908, just three years before the opening of the new Public Library, the House of Kent-Costikyan, Pioneers in the Importation of Oriental Rugs, and "Early Settlers" in this business section of the Avenue, moved into the Knabe Building at Fifth Avenue and 39th Street, and in 1916, upon the completion of the Rogers Peet Building, into their present quarters on the Sixth Floor overlooking the handsome edifice opposite.

Our present salesrooms here, with abundant daylight, are peculiarly fitted to bring out the color and beauty of Oriental rugs essential to their careful selection.

KENT-COSTIKYAN

FOUNDED 1886

485 FIFTH AVENUE—SIXTH FLOOR
NEW YORK

Opposite Public Library

Kaskel & Kaskel

An Index of Avenue History

1867—Broadway at Bleecker Street
1882—Fifth Avenue at 23d Street
1902—Fifth Avenue and 32d Street
1915—Fifth Avenue at 44th Street

and Now

Fifth Avenue at 46th Street

Since 1867 the location of Kaskel and Kaskel has marked high tide in the mart of fine and desirable merchandise. And for 42 years past the history of this firm has marched abreast with that of Fifth Avenue.

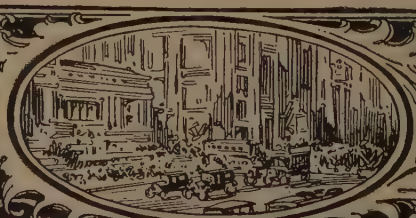
As the great world thoroughfare moved its centers upward toward Central Park, gathering to itself the most distinguished merchant patronage of the earth, prospering with the advancing years, so Kaskel and Kaskel . . . gathering prestige and distinguished clientele . . . moved upward to its present point of vantage at 46th Street, where now men stop to complete their wardrobes with imported haberdashery that is not found elsewhere.

Old store at Bleecker Street

Kaskel and Kaskel are profoundly gratified to be able to point this parallel between their chronicle of success and the annals of the *Splendid Avenue.*

NEW YORK CHICAGO PALM BEACH
FRENCH LICK SARATOGA

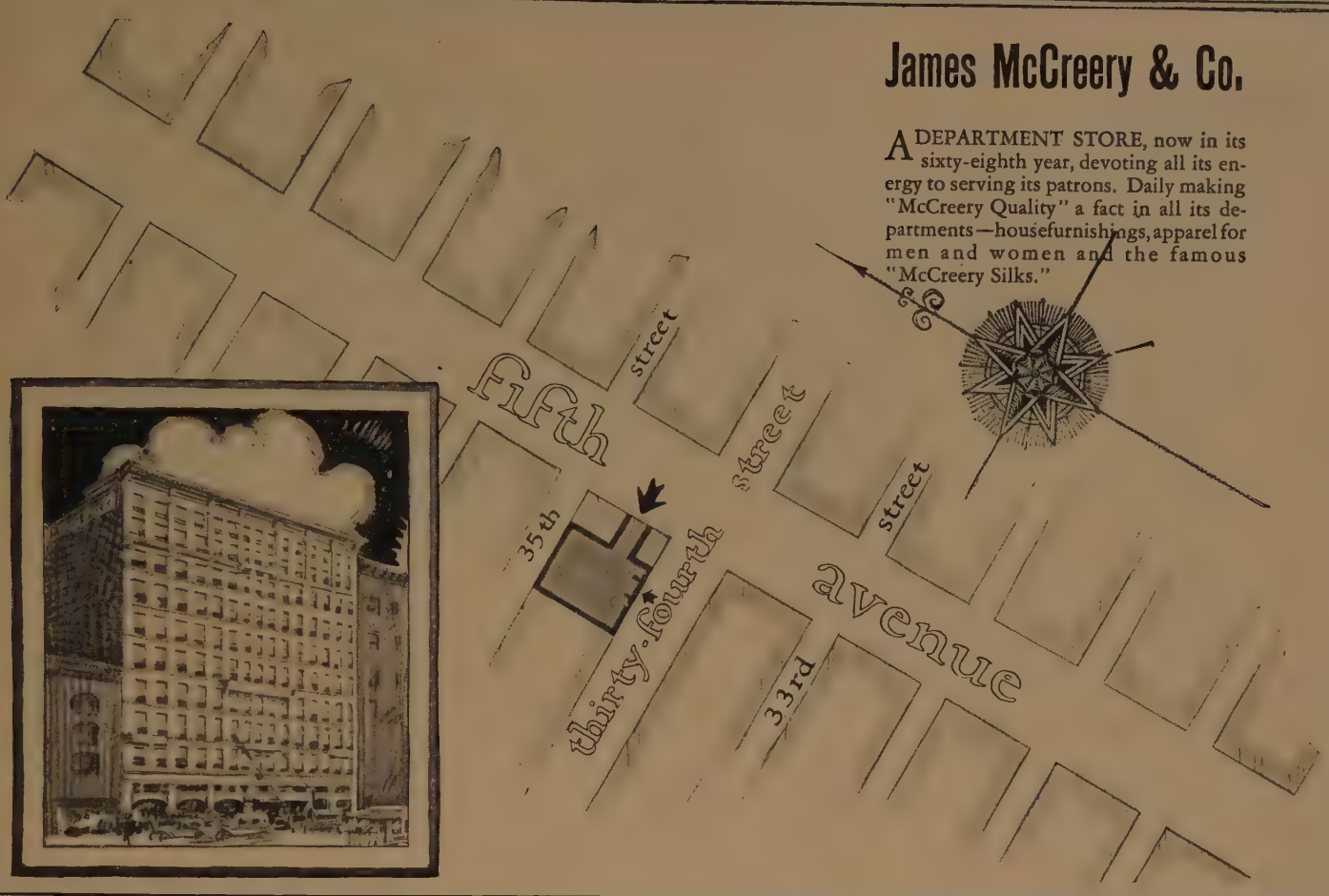
One Hundredth Anniversary of Fifth Avenue



1824 1924

James McCreery & Co.

A DEPARTMENT STORE, now in its sixty-eighth year, devoting all its energy to serving its patrons. Daily making "McCreery Quality" a fact in all its departments—housefurnishings, apparel for men and women and the famous "McCreery Silks."



The New York Trust Company

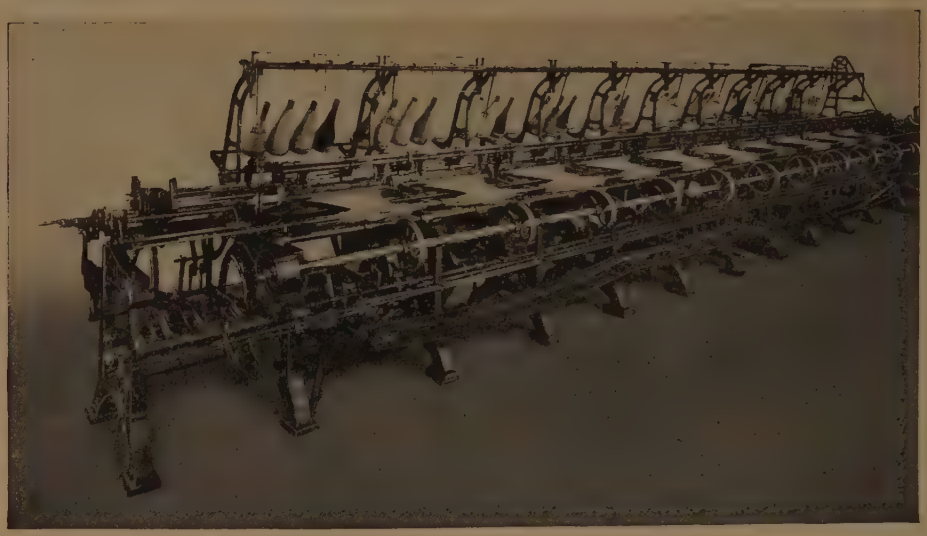
Capital, Surplus & Undivided Profits - - - - $28,000,000

100 Broadway

40th St. & Madison Ave. 57th St. & Fifth Ave.

One Hundredth Anniversary of Fifth Avenue

1824 1924



THE development of the knitting arts parallels the wonderful growth of Fifth Avenue. The humble hand frame of the last century evolved into the many section power machine of today, to meet Fifth Avenue's demand for the finest knitted outerwear.

D. NUSBAUM & COMPANY

BROOKLYN KNITTING CO.

New York Salesroom, 347 Fifth Avenue

Plant, Union Course, Long Island

TRADE TRIKNIT BATHING SUITS MARK

TRADE NIKNIT SWEATERS MARK

TRADE KNIT BATHING SUITS MARK

HOTEL PLAZA

(The World's Most Luxurious Hotel)

OPENED IN 1907, THE HOTEL PLAZA HAS BECOME NEW YORK'S MOST IMPORTANT HOTEL.

SITUATED AT FIFTY-NINTH STREET, WHERE COMMERCIAL AND RESIDENTIAL FIFTH AVENUE MEET, IT LINKS, IN IDEAL AS WELL AS IN GEOGRAPHY, THE ELEMENTS THAT COMPOSE FIFTH AVENUE.

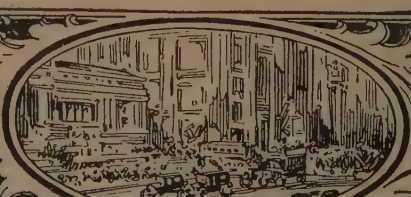
HOTEL PLAZA

BETWEEN 58th AND 59th STREETS
FACING CENTRAL PARK

FRED STERRY
President

JOHN D. OWEN
Manager

One Hundredth Anniversary of Fifth Avenue



1824 1924

WHEN Peck & Peck first came to 181 Fifth Avenue, the present site of the Flatiron Building, horse-cars ran on Broadway, and the Reservoir was in Bryant Park where the New York Library now stands.

Of equal importance to the growth of Fifth Avenue was Peck & Peck's contribution of fast black stockings to the world of fashion. Peck & Peck was the first stocking house in the world to produce black stockings that would not crock.

PECK & PECK

NEW YORK CHICAGO SOUTHAMPTON
NEWPORT PALM BEACH MIAMI
FRENCH LICK

STRAUS BUILDING, NEW YORK

FOUNDED in 1882 as a small business dealing in first mortgage securities, S. W. STRAUS & Co. has grown to a national institution, with offices in two score cities, performing a nationwide service of threefold character:

To the Investor, we offer sound securities at attractive rates of interest.

To Borrowers, we offer capital to aid in new construction of the highest class.

To the General Public, we contribute in the upbuilding and rebuilding of our cities, thereby promoting the general prosperity and giving employment to millions.

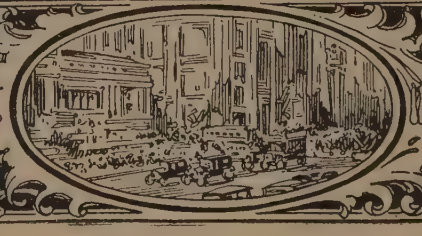
THE STRAUS BUILDING, at the northeast corner of Fifth Avenue and Forty-sixth Street, stands today as a monument to the ideals and the ideas on which this business is built.

S.W. STRAUS & CO.

Established 1882 Incorporated

STRAUS BUILDING
565 *Fifth Avenue — at Forty-sixth Street*

One Hundredth Anniversary of Fifth Avenue



1824 1924

How Men's Styles Have Changed Since 1824!

Revolutionary Changes! Yes, through a gradual process of adjustment—just such as is still taking place—to develop clothes that are more and more Suitable and Appropriate for the Occasion.

Stadler & Stadler Productions set the Standard today for Men's Fashionable Clothes of Finest Quality Made to Measure.

STADLER & STADLER
MEN'S TAILORS
785 FIFTH AVENUE, 59TH ST., NEW YORK

The Schrafft's Stores

Frank G. Shattuck Co.

—:—

New York

141 WEST 42nd STREET, near BROADWAY
138-142 WEST 43rd STREET, near BROADWAY
383 FIFTH AVENUE, at 35th STREET
5 EAST 37th STREET, near FIFTH AVENUE
20 WEST 38th STREET, near FIFTH AVENUE
11 WEST 34th STREET, near FIFTH AVENUE
15 WEST 34th STREET, near FIFTH AVENUE
1379 BROADWAY, at 37th STREET
62 WEST 23rd STREET, near SIXTH AVENUE
13 EAST 42nd STREET, near FIFTH AVENUE
16-18 EAST 43rd STREET, near FIFTH AVENUE
4-6 EAST 36th STREET, near FIFTH AVENUE
48 BROAD STREET, near WALL STREET
56 LIBERTY STREET, near BROADWAY
181 BROADWAY, at CORTLANDT STREET
35 NASSAU STREET
46 NEW STREET

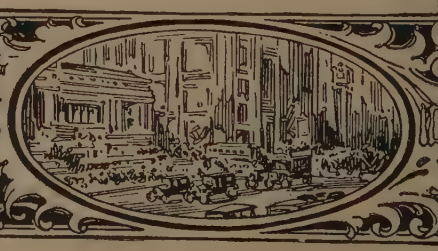
Brooklyn

416 FULTON STREET

QUALITY FOR QUALITY

EARLY in the century, The Frank G. Shattuck Co., opened in the Fifth Avenue Section the first Schrafft store. Branches were added as the Avenue developed. Through the home-like atmosphere of its stores, the quality of its food, its home-made candies, The Schrafft Stores reflect the quality that is denoted by the phrase:—Fifth Avenue.

One Hundredth Anniversary of Fifth Avenue



1824 1924

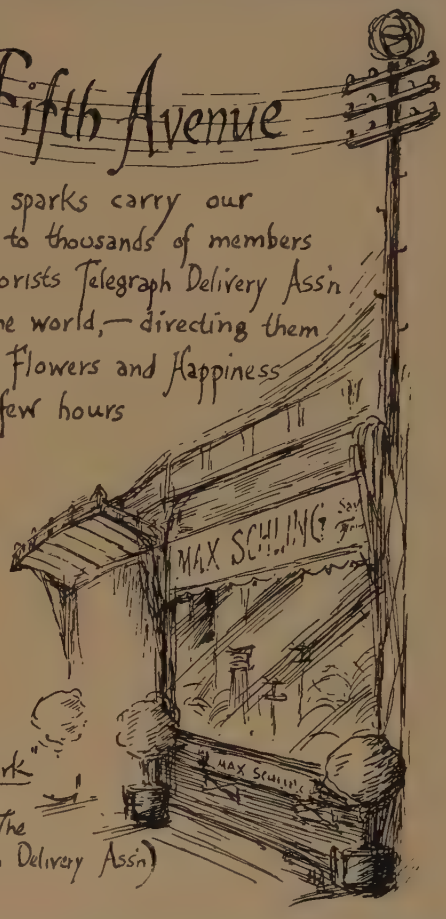
One Hundred Years Ago

when LAFAYETTE revisited America and all New York lined the Avenue to greet him, his path was strewn with roses

FLOWERS are still and always will be the most appropriate way of showing esteem and affection.

From Fifth Avenue

electric sparks carry our messages to thousands of members of the Florists Telegraph Delivery Ass'n all over the world,—directing them to bring Flowers and Happiness within a few hours to the object of your devotion.



MAX SCHLING INC

785 FIFTH AVENUE at 60th Street

"The Telegraph Florist of New York"

(New York Member of The Florists Telegraph Delivery Ass'n)

SHEARSON, HAMMILL & COMPANY

New Uptown Office

BORDEN BUILDING

350 MADISON AVENUE

Southwest Corner Madison Avenue and 45th Street

MEMBERS

New York Stock Exchange New York Coffee and Sugar Exchange New York Cotton Exchange

Chicago Board of Trade Fifth Avenue Association

One Hundredth Anniversary of Fifth Avenue

1824 1924

THE name of Story & Clark has been a synonym for instruments of musical worth for nearly 70 years. During the greatest years of Fifth Avenue's growth to its status as the world's most famous thoroughfare, the prestige of Story & Clark has grown. Today a piano bearing the name of Story & Clark represents the finest achievement in the art—an achievement acknowledged in its acceptance by leading musicians and the place it occupies in the many thousands of homes of those who love music.

Story & Clark Piano Co.

33 West 57th Street, New York City

315-317 So. Wabash Avenue
Chicago, Illinois

1105 Chestnut Street
Philadelphia, Pa.

And leading dealers throughout the country

Story & Clark New York City Headquarters

Town & Country

1846--1924

¶In 1846, when this publication, then called the *Home Journal*, was founded, the offices were located at 107 Fulton Street, in a two-story business building typical of that day. It was the period of cobble stone pavements, rattling stage coaches and excursions to the country (!) by way of Bloomingdale Road (Broadway), stopping for refreshment at Corporal Thompson's Inn (Fifth Avenue and Broadway).

¶Throughout these 78 years the *Home Journal*, now TOWN & COUNTRY, has been continuously identified with the intellectual, social and business life of New York—the pioneer of other days, yet the leader today among publications having journalistic distinction.

H. J. WHIGHAM,
Editor.

FRANKLIN COE,
Publisher.

One Hundredth Anniversary of Fifth Avenue

1824 1924

We Have Grown with Fifth Ave. for 35 Years

THIS house was the first Fifth Avenue jewelry store to establish itself above 42nd Street, more than 35 years ago, following the founding of the business in Newport.

We have kept pace with the northward business development of Fifth Avenue, until now in 1924, the centenary of this most famous Avenue, we are serving the third generation of many of our original customers, in our new quarters at 57th Street.

We invite you to become acquainted with this store devoted to the presentation of jewelry and silverware of artistic worth, highest quality, and at prices of moderation.

Udall & Ballou

JEWELERS AND SILVERSMITHS

NEWPORT — *Fifth Ave. & 57th St.* — *MIAMI*

RECTUS IN OMNE

1874 – 1924

Wetzel

The comprehensive service as tailors to a distinguished clientele through three generations is an achievement in the presentation of correct apparel for men of which the House of Wetzel is justly proud.

Coincident with the Centenary of Fifth Avenue is the Fiftieth Anniversary of the founding of the Wetzel establishment.

2 AND 4 EAST FORTY-FOURTH STREET — NEW YORK

One Hundredth Anniversary of Fifth Avenue

1824 1924

YOUR NEIGHBOR WISHES YOU WELL!

On the occasion of this epoch-making celebration

ZUCKER & JOSEPHY, INC.,

extend sincere good wishes for the continued success of the

Fifth Avenue Merchants.

To these merchants credit is due for the high regard in which Fifth Avenue is held by the world—they with their innate taste have helped make it the center of commerce and art.

"The New Trimmings First"

ZUCKER & JOSEPHY, INC.

Flower and Feather Merchants

20 East 38th Street New York

A Tradition of a Century

In France, during the reign of Louis XVI, some artists who had retained the feeling for craftsmanship of the ancient guilds grouped themselves into a small organization as makers of picture-frames and decorators.

This small house grew rapidly and under the Third Empire, being then already famous, they were entrusted with many big commissions, amongst these the decorating and furnishing of the celebrated house of the "Paiva," the favorite of Napoleon. This house is still in existence to-day and is occupied by a well known club of Paris.

The organization grew and grew, and, having become one of the most renowned houses in the world, opened a branch in America in 1893, one of the first French houses to come here. In 1906, they moved to the upper section of Fifth Avenue, which since has become practically the art center of the world.

They occupy the site of the famous old rectory of the Fifth Avenue Presbyterian Church.

This is the history of

ALAVOINE & CO.

Decorators and Furnishers

712 FIFTH AVENUE
NEW YORK

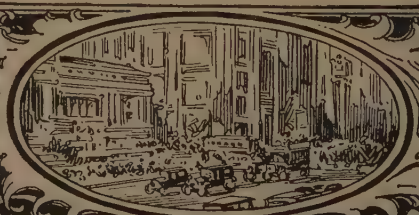
Details Make History

IT is the sort of competence that fights dust and sootiness that has built up Fifth Avenue. At the age of one hundred note that most of its buildings seem to be new. It is their perfect cleanliness that gives this appearance.

The Allied Sandblast Cleaning Company, Allied Window and House Cleaning Company, has played a large part in keeping this Avenue spic and span.

Allied Sandblast Cleaning Co., Inc.
Allied Window and House Cleaning Co., Inc.
347 Fifth Avenue

One Hundredth Anniversary of Fifth Avenue



1824 1924

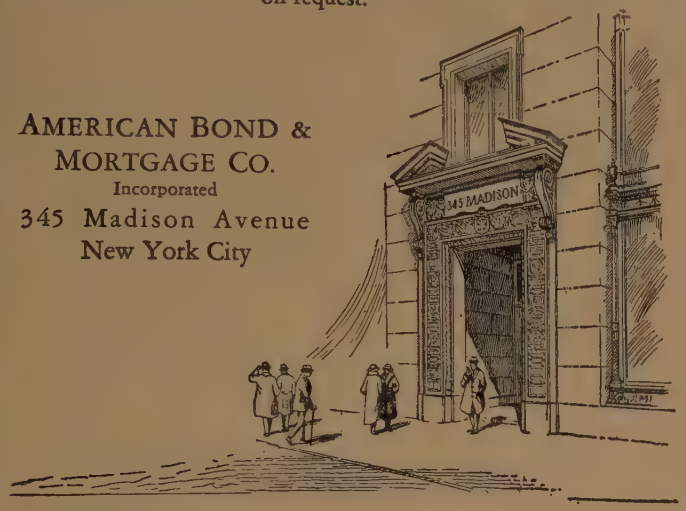
THE · HISTORY · OF

3-4-5

MADISON · AVENUE

(Murray Hill was in the midst of Revolutionary Activities.)

The history of Murray Hill from the battlefield to the largest industrial center in America is an inspiration to old New Yorkers. The American Bond & Mortgage Company has published a short history of this period and will be pleased to send you a copy on request.



AMERICAN BOND & MORTGAGE CO.
Incorporated
345 Madison Avenue
New York City

Arnold Constable & Co.

FIFTH AVE. *at* FORTIETH STREET

Almost Fifty Years on the Avenue

ONE of New York's oldest department stores was founded in 1827, by Aaron Arnold and George A. Hearn, at Canal and Orchard Streets. In 1877 they moved into a new building on *FIFTH AVENUE* at Nineteenth Street. The change to the present site was made in 1915. A complete re-organization took place in 1922, at which time the building and entire business were reconstructed along modern lines.

Budd
NEW YORK

ESTABLISHED sixty-three years ago, at 23rd Street and Fifth Avenue, in the old Fifth Avenue Hotel, as importers and manufacturers of men's furnishing goods.

BUDD BUILDING
572 Fifth Avenue
(Since 1909)

BRENTANO'S
THE BOOKSELLERS TO THE WORLD

1853 ~ 1924

71 Years *of* Service

Four generations of "New Yorkers" have purchased their Books at Brentano's

1853	Established by August Brentano — front of the old New York Hotel.
1856	Hallway of the old Revere House, Houston Street and Broadway.
1860	No. 708 Broadway — opposite the old New York Hotel.
1870	West side of Union Square.
1907	No. 225 Fifth Avenue — site of the old Brunswick Hotel.

BRENTANO'S
225 Fifth Avenue, New York
WASHINGTON CHICAGO LONDON PARIS

One Hundredth Anniversary of Fifth Avenue

RECORD SERVICE **Over 100 Years**

More Than a Century Ago

Sinclair House

In 1819, One Hundred and Five Years Ago, William Barrett Established Barrett, Nephews & Company.

Just off Fifth Avenue, in old Sinclair House, shortly after the Civil War, was opened the Company's first uptown retail store.

Today, operated by the successors of the original Wm. Barrett, 29 branches are listed in the telephone book.

BARRETT, NEPHEWS & CO.

OLD STATEN ISLAND DYEING ESTABLISHMENT INC.

Portraits in Photographs

PAST AND PRESENT

Recalling

the aristocracy of old New York are our portraits that delighted nineteenth century society.

The Character

of the former generation is renewed in this.

Incidentally—

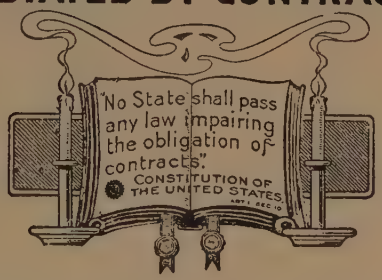
Quality in photographs is akin to quality in character. Each is the product of its maker.

Curtis Bell, Inc.

PHOTOGRAPHERS

620 Fifth Avenue New York

· ESTATES BY CONTRACT ·



Tyler Hewett Bennett

Estate Engineer and Economist

The stability of Life Insurance Guaranteed Estates means stability of the Capital Fund, together with Irreducible, Guaranteed, monthly Incomes through two, three or perhaps four generations. Capital distributed as you elect. No depreciation; No Inheritance or Income Taxes, either Federal or State.

It is not unlikely that such an estate Created Now, may endure until 2024, thus keeping stable the local, social, educational and economic environmental stimuli for self, wife, children and grandchildren. This service for years has been rendered merchants in the Fifth Avenue Zone.

An interview may prove of priceless value to your family—and you.

501 FIFTH AVENUE, NEW YORK

THE

BRUNSWICK BUILDING

is a center in New York City for out-of-town and resident buyers. Its list of occupants is

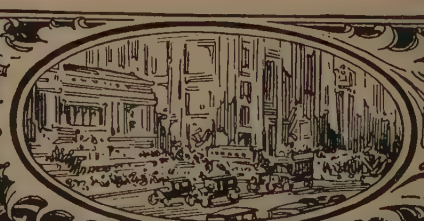
FIFTH AVENUE'S INDEX

to the Nation's Commerce.

The BRUNSWICK BUILDING

225 FIFTH AVENUE

One Hundredth Anniversary of Fifth Avenue



1824 1924

HISTORY IS BEGUN EACH DAY

THE remarkable commercial growth of Fifth Avenue during the twentieth century has witnessed, necessarily, a corresponding realty development.

We feel keenly the privilege that is ours in helping also to shape tomorrow's history.

BRADY & BOWMAN, INC.
Real Estate Brokers
350 MADISON AVENUE

HOTEL BREVOORT
FIFTH AVENUE

HOTEL LAFAYETTE
UNIVERSITY PLACE

RAYMOND ORTEIG, INC.

The Hotel Brevoort is a landmark on historic Fifth Avenue, and a favorite hostelry with discriminating guests of today.

An atmosphere of hospitality is still found and cherished in the above two hotels.

Bruck-Weiss
Gowns Millinery Wraps
Inc
6 West 57th Street
New York

For nearly a Decade, a few doors west of Fifth Avenue

No. 1 East Fourteenth Street on the northeast corner of Fifth Avenue, the home of the Central Mercantile Bank is, historically, one of the most interesting corners in New York.

Part of the old Brevoort estate, a parcel of some twenty-two acres lying between Fourteenth and Sixteenth Streets, purchased from the estate in 1762 by one John Smith, was resold in 1788 to Henry Spingler for one hundred and fifty pounds sterling.

Today, one hundred and thirty-six years later, the plot on the corner, 42′ x 129′ occupied and owned by the bank is assessed at $325,000.00, a figure strikingly indicative of the progress of the district.

THE CENTRAL MERCANTILE BANK OF NEW YORK
Fourteenth Street at Fifth Avenue - New York

DAVID H. KNOTT
Chairman of The Board

C. STANLEY MITCHELL
President

One Hundredth Anniversary of Fifth Avenue

1824 1924

Established 1863

EXCLUSIVE & DISTINCTIVE

FOOTWEAR

for

WOMEN

CAMMEYER

Branch De Luxe

677 Fifth Avenue

Between 53rd and 54th Streets

New York City

42ND *Street Office*

WHERE 42nd Street, Manhattan's main crosstown artery, crosses Madison Avenue–near the Grand Central Terminal–you will find our completely equipped Uptown Office.

For your convenience this office extends to you the same organization, experience of 60 years and facilities for the efficient dispatch of your banking and trust problems as our main office.

CENTRAL UNION TRUST COMPANY OF NEW YORK

80 BROADWAY, NEW YORK

PLAZA OFFICE
Fifth Ave. & 60th St.

42ND ST. OFFICE
Madison Ave. & 42nd St.

Capital, Surplus and Undivided Profits over 36 Million Dollars

Hotel Chatham

The Tradition of Good Taste

Notions of what is luxurious, what is beautiful, have been inherited from past ages. To these, the Hotel Chatham has added the exclusively modern features of ideal appointments, unusually light and airy rooms, beautifully furnished.

Located a short distance east of Fifth Avenue, this hotel is within easy access of the best shops, clubs, theaters, that make up the spirit of the Metropolis.

A notable feature of the Hotel Chatham is its restaurant, which has earned an enviable reputation for the excellence of its food and the efficiency of its service.

HOTEL CHATHAM

48th Street at Vanderbilt Avenue

In the Heart of Cultured Manhattan

100 Years Old

is Fifth Avenue—but the Algerian Bruyere Root out of the finest selections of which is fashioned the world famous

DUNHILL PIPE

must be several hundred years old to pass our expert examiners—this is one of the reasons why Dunhill Pipes are universally acknowledged as the World's Best.

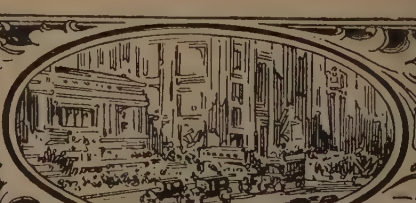
The Dunhill Retail Establishment

at

43d Street and Fifth Avenue

offers a large selection of shapes of Dunhill Pipes and a marvelous assortment of unique and beautiful Smokers' Accessories from all parts of the old world.

One Hundredth Anniversary of Fifth Avenue

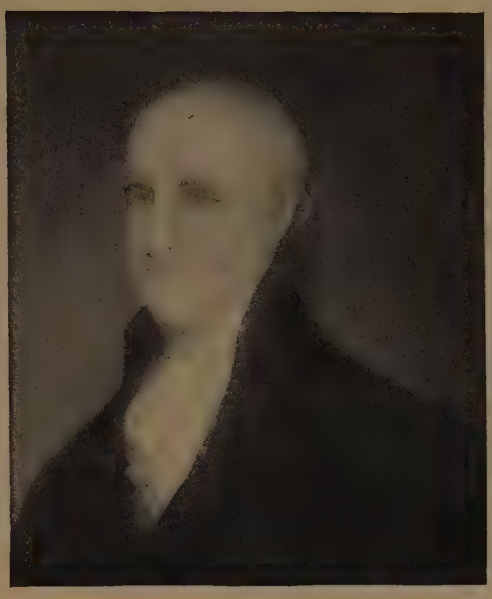


THE growth of this business has been coincident with the development of the Fifth and Park Avenue Business and Residential sections.

Intimate familiarity, financial history and tendencies as well as the social and business changes by which Real Estate values are affected, have been acquired by the concentration of all the activities of this organization on properties within the zone east and south of Central Park.

Such specialization permits the offering of a service quite unique in its field.

Douglas L. Elliman & Co.
15 EAST 49th STREET PLAZA 9200
REAL ESTATE INSURANCE MANAGEMENT



A portrait of Judge Egbert Benson, painted by John Trumbull, Early American portrait painter and patriot. Now in the collection of early New York paintings, in The Ehrich Galleries

For nearly a quarter of a century the EHRICH GALLERIES have been connected with Fifth Avenue. This firm was one of the first to move up to the 42d Street district. In the early part of the century they were located at 463 Fifth Avenue, and appreciating the advantages of upper Fifth Avenue, in 1913 the firm moved to their present building at No. 707. The policy of the Ehrich Galleries since it was established has been to deal in paintings by "Old Masters" of the foreign schools as well as Early Americans.

THE EHRICH GALLERIES
707 FIFTH AVENUE, at 55th Street

The Hundredth Birthday

Of Fifth Avenue sees uptown branch banking an established fact, upon which much of New York's commerce is dependent.

This Company was one of the first to enter the uptown section, thus equipping it for that business development which has since vindicated its judgment.

Empire Trust Company
580 FIFTH AVENUE
Corner 47th Street

A History in Portrait Photography

It has been the privilege of Edward F. Foley to photograph the eminent men and women who have helped to make Fifth Avenue.

□ □

Established on Fifth Avenue since 1899, Edward F. Foley has brought portrait photography to a new standard by combining originality of interpretation with moderation of price.

□ □

EDWARD FREDERIC FOLEY
PORTRAIT PHOTOGRAPHER
383 FIFTH AVENUE
AT 36 STREET NEW YORK

Palm Beach Watch Hill

One Hundredth Anniversary of Fifth Avenue

677 Fifth Avenue, NEW YORK
(On the site of the old Cornelius Vanderbilt mansion)

LES PARFUMS DES JARDINS DE
FIORET INC.
"Parfums de Distinction"

8, Rue Ybry, Neuilly, PARIS

Fashion's Progress

A decade ago Frances & Company, dressmakers, had their establishment in what is now the lobby of the Palace Theatre.

It was a year later, when they moved into Forty-sixth Street, west of Fifth Avenue, that they surprised New York by erecting a stage to show their creations.

The fashion world moved northward. In 1919 Frances & Company moved into the heart of it, recreating the building at 10 West 56th Street into a dress salon which is conceded to be one of the most exclusive in the world.

Frances & Co.
Dressmakers INC
10 WEST 56TH STREET
New York

George A. Fuller Building

TWENTY-THIRD STREET
FIFTH AVENUE AND BROADWAY

The Hub of Fifth Avenue

ON the lower half of what is now the "Flat Iron Building" stood for many years the Hotel Saint Germain. It was said, in those days, that "one standing long enough on Fifth Avenue and Twenty-third Street, might meet everybody in the world."

In 1902 The Fuller Building, a pioneer in Architectural styles, was erected on this site. Today, as then, it is the most important apex on Manhattan.

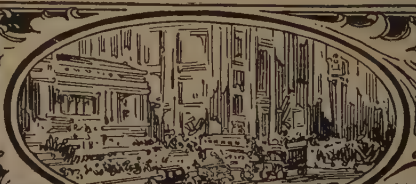
The list of our distinguished patrons in the Eighty two years past is truly a social register, including Presidents of U.S., Ambassadors, Senators, Governors, Mayors and the scions of the oldest Fifth Avenue families.

Gall & Lembke, Inc.
Pioneer Optical House of
NEW YORK

1842 - 1857 17 Division St.
1857 - 1868 172 Bowery
1862 - Broadway and Ann St. under old Barnum Museum
1869 - 1906 21 Union Square
1903 - 1912 1 West 42nd St.
1912 - 1922 5 West 42nd St.
1922 Present address 7 E.48th St.

7 East 48th St.
just East of Fifth Ave.

One Hundredth Anniversary of Fifth Avenue



1824 1924

The Core of the Avenue's Growth

DURING the Garfield administration, when New York's merchants were centered below Twenty-third Street, they needed, if business growth was to continue, constructive banking assistance. To meet this situation, the Garfield National Bank was established in 1881.

Since its inception the Garfield National Bank has fostered sound commercial growth in its section, permitting it to become one of the chief business centers.

GARFIELD NATIONAL BANK
FIFTH AVENUE
Where 23d Street crosses Broadway

"Mighty Oaks from little Acorns—"

	TOTAL RESOURCES
—*in 1910* . . .	$300,000.00
Today . .	$20,943,306.00

***The* GOTHAM NATIONAL BANK OF NEW YORK**
At Columbus Circle

HANAN SHOES

THE bourne whence American fashions flow is world-famous Fifth Avenue. With four Hanan Shops situated on Fifth Avenue and with establishments in Paris and London, we uphold the Hanan reputation for priority of style just as firmly as we maintain the Hanan tradition for superiority of workmanship.

HANAN & SON
411 Fifth Avenue 516 Fifth Avenue 634 Fifth Avenue 718 Fifth Avenue
And Seven Other New York Shops

The Heckscher Foundation *for* Children

At 104th Street on Fifth Avenue
will enthusiastically co-operate with the
Fifth Avenue Association
in another century of worth-while service.

Our sole aim:
To bring happiness to childhood
and to
Give Each Child a Chance

One Hundredth Anniversary of Fifth Avenue

1824 1924

JAEGER

THE story of Fifth Avenue is the story of Jaeger. The Company was founded in 1886. It was five years later in 1891 that it made its first appearance on the Avenue at Number 176. Jaeger was then, as it is today, a shop specializing entirely in 100% wool garments of quality and fashion.
As the tide of business swept northward, Jaeger, temporarily lured into West 23d Street, returned in 1903 to 306 Fifth Avenue near 32d Street. This continued to be its principal New York location until September of the present year, when another thoroughly modern establishment was opened at 590 Fifth Avenue, between 47th and 48th Streets.

Jaeger—Specialists in Apparel of Fine Wool

306 Fifth Avenue **590 Fifth Avenue**

NEW YORK BOSTON
CHICAGO PHILADELPHIA SAN FRANCISCO

40 Years on Fifth Avenue

FORTY years ago, Fifth Avenue was the up-town home of exclusiveness and wealth. Today, it is the main artery of one of the busiest commercial districts in the world.

Irving-Columbia has been an active factor in the marvelous business development of this section throughout this period. In 1884, its first office on "the Avenue" was established. Now, it has four complete Banking Offices to serve this Mid-Town neighborhood.

Irving Bank-Columbia Trust Company

Mid-Town Offices: Fifth Avenue at 32d Street
Fifth Avenue at 34th Street
E. 42d St., opp. Grand Central
Park Avenue at 48th Street

Where 45th Street crosses Fifth Avenue

The Spirit of The Avenue

Fifth Avenue is more than what grew from the architect's blueprints, the builder's brick and mortar, the engineer's steel and concrete. Fifth Avenue of today is a beautiful living thing, pulsing with the spirit of Service that dwells behind the crystal panes and grilled portals of its great stores and smart shops.

Since 1863, when Hugo Jaeckel opened his fur shop on Prince Street, he and his sons have followed the northward march of New York's business life. And when they heard the call of the Avenue, it was in 1919, they came—*their* spirit of service had answered.

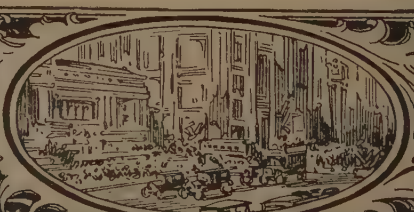
H. JAECKEL & SONS
546 Fifth Avenue

HUGO JAECKEL
H. F JAECKEL, JR.
RICHARD JAECKEL
WALTER F. JAECKEL

JAY-THORPE—*and Fifty-Seventh Street*

EVEN before Fifty-Seventh Street became universally recognized as the center of the smartest feminine mode, Jay-Thorpe had arrived to set the pace for Fifty-Seventh Street.

One Hundredth-Anniversary of Fifth Avenue



1824 1924

IN 1903, an old brown stone house stood at 321 Fifth Avenue, between Thirty Second and Thirty Third Streets.

On that site we erected a beautiful white marble building and since May 1904 it has been our business home.

That was twenty years ago, before the so called uptown movement began and since then Fifth Avenue has become the greatest and finest retail business street of the Western Hemisphere

To maintain the prestige of Fifth Avenue is a duty and a privilege.

We pledge ourselves to guard and cherish the good name of Fifth Avenue.

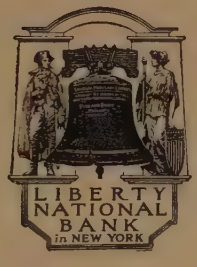
Thus do we honor our own house.

Theodore A. Kohn & Son
Jewellers

Kurzman
Importer
Fifth Avenue & 36th Street

Three Generations of Pioneers

HALF a century ago, at Grand and Eldridge Streets, then the center of fashion, Michael Kurzman established the millinery and ladies' apparel business which bears his name.
In 1906 his sons, foreseeing the commercial development of the uptown section, moved to Fifth Avenue.
At the southeast corner of Fifth Avenue and 36th Street the third generation, having brought the business to a foremost position in the field of fashion, retains the high Kurzman tradition.
Of historical interest is the fact that the House of Kurzman, during three successive national administrations, served the occupants of the White House, as well as the society leaders of Washington and New York.



A Century of Progress

The rapid growth of uptown business centers stands out as one of the most significant facts in connection with the development of Fifth Avenue during the past hundred years.

To meet this expanding volume of uptown business, this Institution offers the complete banking facilities of a home office located in the uptown district.

Personal, firm and corporation accounts are cordially invited.

LIBERTY NATIONAL BANK
in NEW YORK
256 West 57th Street

Before Middle Road Became Fifth Avenue

A CENTURY ago the present site of the Fifth Avenue office of Manufacturers Trust Company at Forty-third Street was part of the Isaac Burr farm "away out" on Middle Road.

Fourteen years later Fifth Avenue was opened past Forty-third Street. Then came Willow Tree Inn, Tyson's meat market, the Crystal Palace—each in the vicinity of Forty-third Street and each adding its bit of fame to that of the Avenue.

New times have come—old landmarks are gone. Now at Forty-third Street, Manufacturers Trust Company faithfully reflects the spirit of modern Fifth Avenue.

FIFTH AVENUE OFFICE

Manufacturers Trust Company

513 Fifth Ave., corner 43rd St.

One Hundredth Anniversary of Fifth Avenue

1824 1924

Fashion Has Its Background

There is a certain grace, a certain exclusiveness, denoted in the word—"fashion."

Fifth Avenue, through its century of history, has been Fashion's ideal background. **Maison Simone,** season by season throughout its twenty-eight years, has originated and introduced from Paris the smartest and most distinguished modes in Gowns, Furs and Wraps. It has been worthy of the section in which it has grown.

Maison Simone

America's Fashion Emporium

60-62-64 West 57th Street

New York

1789 1924

The Methodist Book Concern

PRINTERS BINDERS PUBLISHERS

Founded at 44 John Street
May, 1789

150 Fifth Avenue at Twentieth Street

Since 1889

THE OLDEST PUBLISHING HOUSE IN AMERICA AND THE LARGEST PUBLISHER OF RELIGIOUS LITERATURE IN THE WORLD

METROPOLITAN TRUST COMPANY
of the City of New York

SAMUEL McROBERTS
President

Resources over - - $50,000,000

120 Broadway 716 Fifth Avenue

For many centuries

Silks have graced, in costume or drapery, the festival event. Now they do homage to this, the Centenary of New York's proudest thoroughfare. In the Primrose Silk Stores—at the very centre of the Avenue's business activities—they brilliantly exemplify the modes of 1924

Primrose Silk Stores

Silks Exclusively

FIFTH AVENUE AT THIRTY-EIGHTH STREET

1824

One Hundredth Anniversary of Fifth Avenue

192

1824 1924

Fifth Avenue

The World's Greatest Thoroughfare

FOR three generations we have successfully, in the interest of our clients, bought, sold and leased business and residential properties on and adjacent to Fifth Avenue.

We are pioneer brokers in promoting the modern apartment home on residential Fifth Avenue.

We congratulate the Fifth Avenue Association upon their slogan

"Whatever Helps Fifth Avenue Helps New York"

PEASE & ELLIMAN
340 Madison Avenue, N.Y.- Tel. Murray Hill 6200

THE ROOSEVELT

Dedicated to the memory of Theodore Roosevelt

The one-hundredth birthday of Fifth Avenue does not merely complete a century. It begins a new one. The Roosevelt likewise begins a new century in hotel ideals.

Private Roof Gardens Teddy Bear Cave for Children
The Roosevelt Grill with Ben Bernie and his Roosevelt Orchestra
Direct Underground Passage to Grand Central Terminal

THE ROOSEVELT
MADISON AVENUE AND FORTY-FIFTH STREET
EDWARD CLINTON FOGG, *Managing Director*

Realty Trust

WILLIAM C. DEMOREST, *Pres.*

509 FIFTH AVENUE

1896 1924

60 Liberty Street 509 Fifth Avenue

OPERATORS
AND
DEVELOPERS
OF
REAL ESTATE
including
MALBA
ON THE SOUND

In 28 Years, over 24,000 Real Estate Transactions

A Corner of Paris on Fifth Avenue
Devoted to Fine Furs

Revillon Frères
FIFTH AVENUE
at 53rd Street
NEW YORK

The history of REVILLON FRÈRES covers two centuries of world trading. Their first establishment in New York was in the downtown district. Gradually following the fine shopping center on its movement North, they finally located, in 1915, at their present building, 670 Fifth Avenue, corner 53d Street.

In these beautiful surroundings are sold only the finest garments in Fur and Cloth, made according to the latest models of Paris designers and couturiers.

One Hundredth Anniversary of Fifth Avenue

1824 1924

Sarnoff & Co.

362 FIFTH AVE. - NEW YORK CITY

The Newest "Fifth Avenue" Establishment with the Best "Fifth Avenue" Traditions

It is the good fortune of Sarnoff's to make its debut on "The Avenue" in time to figure in its centennial celebration. This establishment fully recognizes its responsibility to its distinguished neighbors, and is definitely committed to the best traditions of the Avenue a hundred years old.

DRESSES GOWNS SUITS
COATS WRAPS FURS
SPORTSWEAR MILLINERY

Hotel St. Regis
New York
Fifth Avenue at Fifty-fifth Street

For a Generation the Synonym of That which Is Distinguished.

R. M. HAAN

FOUR successive generations of New Yorkers have shared the wonders of the great **Schwarz** Toy establishment. The first F. A. O. Schwarz shop was opened in 1870 at 765 Broadway, opposite A. T. Stewart's. Three times in the past half century the growth of the Schwarz business compelled removal to larger quarters—in 1880 to 42 East 14th Street, in 1896 to 35-41 West 23rd Street, and in 1909 to our present location, 5th Avenue at 31st Street, where 60,000 square feet of floor space are utilized.

F. A. O. SCHWARZ

"The Home of Toys"

FIFTH AVENUE CORNER OF THIRTY-FIRST STREET

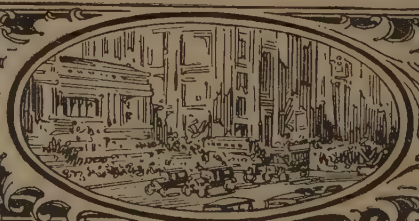
Putnam Building
Two West Forty-fifth Street
Just west of Fifth Avenue

This building epitomizes the tendencies which created contemporary Fifth Avenue. It was one of the first modern office buildings erected in the Fifth Avenue section, above 42d Street, and its high class of occupants have added much to the successful development of the section. It is owned and operated by

The Sperry Realty Company

149 BROADWAY NEW YORK

One Hundredth Anniversary of Fifth Avenue



1824 1924

SIXTY-FIVE YEARS of STYLE QUALITY SERVICE

J & J SLATER

415 FIFTH AVENUE
NEW YORK

MEN'S SHOP
529 FIFTH AVENUE

UPTOWN SHOP
15 EAST 57th STREET

Stein & Blaine

A CREATIVE HOUSE

FURRIERS - DRESSMAKERS - TAILORS

13 and 15 West 57th Street

Since its inception in 33d Street in 1894 the house of Stein & Blaine has twice moved northward with the vanguard of Fifth Avenue always maintaining the high standard originally established

The SPALDING BUILDING
Fifth Avenue at 43d Street

A. G. SPALDING & BROS. have been identified with Fifth Avenue for upwards of 15 years.

Now, as when first established, it is representative of the ultimate in everything for the out-of-doors—Women's Country Clothes, Men's Country Clothes, Polo and Saddlery, Boys' and Girls' School and College and Camp Departments, Athletic Goods.

In the heart of the shopping district, and easily accessible to Hotels, Railroad Terminals, and Theatres, Spaldings rightly serve as headquarters for all followers of the great outdoors.

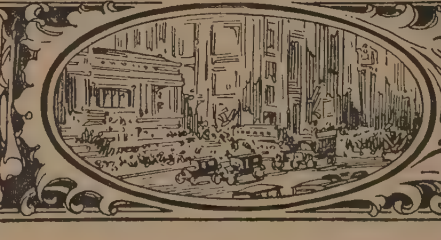
Stewart & Co.

Correct Apparel for Women & Misses

Fifth Avenue at 37th Street

A SHOP whose prestige and dominance in the field of fashion is as much in the foreground of Fifth Avenue as that of Fifth Avenue is in the foreground of the world.

One Hundredth Anniversary of Fifth Avenue



1824 1924

From Rue Royale to Fifth Avenue

Fifth Avenue, with its century-old traditions, forms a fitting location, indeed, for the House of Vivaudou, with its age-old history as one of the leading perfumery and toiletries' establishments in France.

The famous Vivaudou salon on Rue Royale in Paris sends affectionate congratulations to its American reproduction at 469 Fifth Avenue—and to all who are maintaining the fame and prestige of that wonderful thoroughfare.

PARIS VIVAUDOU NEW YORK

THE development of Fifth Avenue has been largely the result of Civic planning, in which the Fifth Avenue Association and the Realty Interests of New York have played a most prominent part.

Our modest share in the creation of the "Greater" Fifth Avenue section of today is part of the history of the World's Greatest "Avenue of Opportunities."

Our organization, our service and our vision are pledged to a continuance of this healthy growth.

THOENS & FLAUNLACHER
INCORPORATED
REAL ESTATE
25 WEST THIRTY-THIRD STREET
NEW YORK

CIGARS UNITED

In all the one hundred years during which Fifth Avenue has been giving distinction to the City of New York it has been graced by no nobler or more conspicuous structure than the Flatiron Building, located at the intersection of Broadway and Twenty-third Street, the most famous tenant in which, since 1881, is the United Cigar Stores Company of America, an international enterprise now embracing a chain of thousands of retail stores.

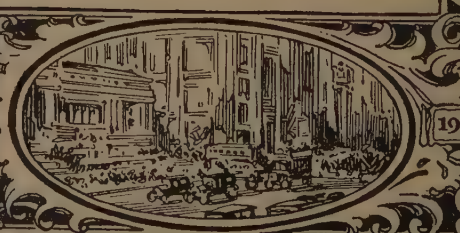
AS WE COMPLETE THIS RECORD OF THE REPRESENTATIVE FORCES EMBRACED IN THE FIFTH AVENUE SECTION, IN 1924, IT IS PROPER TO ACKNOWLEDGE THAT, IN A LARGE MEASURE, THESE MEN AND THESE INSTITUTIONS HAVE MADE POSSIBLE A GREATER FIFTH AVENUE BUILT UPON THE TRADITIONS AND STANDARDS OF THE OLD.

THEY, TOGETHER WITH OTHER MEMBERS, HAVE STRONGLY SUPPORTED THE ORGANIZED CIVIC EFFORT, WHICH WAS ENTRUSTED TO THE FIFTH AVENUE ASSOCIATION, FOR THE MAINTENANCE AND ENHANCEMENT OF FIFTH AVENUE IDEALS.

WITH THEIR CONTINUED AID AND THE COOPERATION OF AN EVER-GROWING MEMBERSHIP, WE PLEDGE OURSELVES TO INCREASED CIVIC ENTERPRISE, SO THAT THE FIFTH AVENUE OF TOMORROW WILL BE GREATER EVEN THAN THE FIFTH AVENUE OF TODAY.

This space is the contribution of a member of the Fifth Avenue Association.

One Hundredth Anniversary of Fifth Avenue



1824 1924

New York's Centennial Store

JOHN WANAMAKER—*Formerly* A. T. Stewart

Stands on the Old Randall Farm from which Fifth Avenue Started 100 years ago

The Beginning of Fifth Avenue

FIFTH AVENUE'S starting point at Washington Square was on the old Randall Farm. The Farm, then valued at about £5,000, extended to Astor Place. On this historic ground A. T. Stewart erected in 1862 the store which brought him world fame and made him New York's first great merchant.

Stewart earlier had built other stores—on lower Broadway. His first store was at 283 Broadway, opposite Washington Hall. This was opened in 1823. Stewart's—now Wanamaker's—is therefore New York's first Centennial Store of its kind, still in business and thriving over a hundred years.

John Wanamaker with principles of his own began his pioneer work in American storekeeping in 1861. He and Stewart were friends. Their business minds ran in accord. Honest goods and advertising. One price to all. Privilege of returning merchandise. Courtesy and complete satisfaction to the customer. Just rewards to workers whether in mill or store. These and other steps of progress were taken in business largely through the vision and tenacity of John Wanamaker and A. T. Stewart. It was only natural that John Wanamaker should take over the Stewart business in New York, when the way opened. It was inevitable that he would not only continue the Stewart heritage in New York, but enrich and enlarge it.

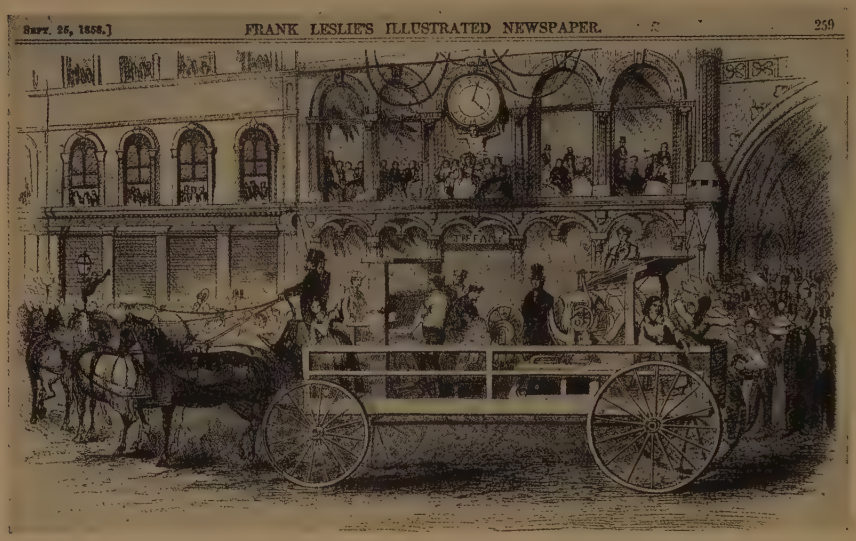
Today, where two great buildings stand at Astor Place, one stood before on the old Randall Farm from which Fifth Avenue began. The larger Wanamaker building is being made still larger by a $3,000,000 expansion to meet the ever-increasing business.

It is more than a coincidence that as A. T. Stewart's residence stood at 34th & Fifth Avenue, now the Irving Bank—Columbia Trust Company, so the residence of the present owner of the Wanamaker business stands at the corner of Fifth Avenue and Washington Square at one boundary of the old Randall Farm, and the Wanamaker Store, itself, with the old A. T. Stewart building as part of it, stands at Astor Place, the other boundary of Randall Farm, out of which walked Fifth Avenue a hundred years ago.

And now New York's Centennial Store is in its first year of the second century of progress. It has all the vigor, daring and enthusiasm of youth, with the ripened experience, knowledge and intuition of a century of service.

JOHN WANAMAKER NEW YORK

One Hundredth Anniversary of Fifth Avenue



PRINTING CAR AS IT APPEARED AT THE CABLE JUBILEE, SEPTEMBER 1, 1858, WITH HOE'S PRESSES, BEING WORKED BY THE PRINTERS OF WYNKOOP, HALLENBECK & THOMAS'S ESTABLISHMENT

THE PRINTING TRUCK IN THE TELEGRAPHIC PROCESSION

One of the principal and most attractive features in the great municipal procession on the telegraph jubilee of September 1st was the massive truck, twenty feet long by ten broad, on which Hoe's printing presses and an old hand press were kept at work during the entire passage of the great cortege.

This truck was supplied by Messrs. Hoe to the New York Typographical Society, and was drawn by eight powerful horses. The men were from the well-known establishment of Messrs. Wynkoop, Hallenbeck & Thomas, whose printers struck off thousands of impressions of brief histories of the telegraph, Mrs. Stephens' Ode, &c., from one of the celebrated cylinder presses, and distributed them among the multitude.

[From *Frank Leslie's Illustrated Newspaper*, Sept. 25, 1858]

Providing an exceptional and everwidening printing service in New York for sixty-eight years is no mean accomplishment.

From presses as pictured above to our presses which produced in colors this pictorial-historical story of Fifth Avenue, is a noteworthy development in the printing industry.

Not only do we *print* such books as *this:* In our organization there are a number of men, thoroughly trained consultants, competent to prepare plans for advertising and selling campaigns, and to advise in all matters relating to letter-press or offset printing—from leaflets to board-bound volumes.

The prize cover design in eight colors, on this book, is from our offset presses.

Robert B. Hamilton

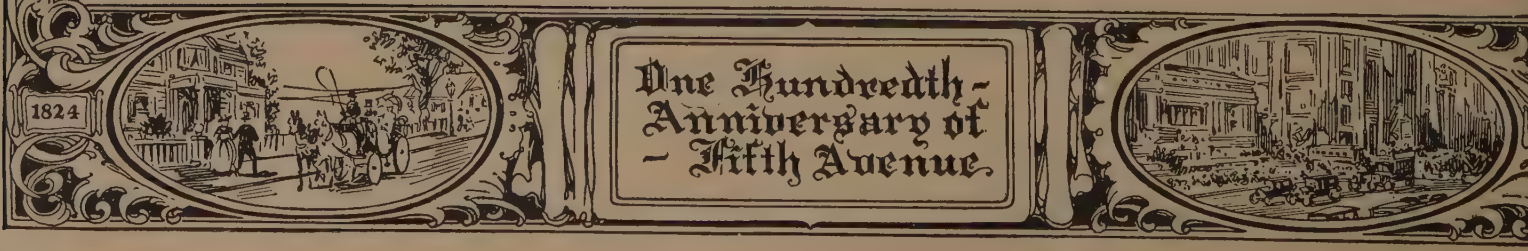
of our staff, who supervised the details of this centennial production, will esteem it a privilege to serve those to whom such assistance as described above, appeals.

WHC 1856

WYNKOOP HALLENBECK CRAWFORD CO.

PRINTING HEADQUARTERS

80 LAFAYETTE STREET, NEW YORK CITY



F128.67 .F4 B8 1924

Brown, Henry Collins,
1862-1961

Fifth Avenue old and new,
1824-1924

GENERAL THEOLOGICAL SEMINARY
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DATE DUE

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